

National CLEANER & DYER

First in The Drycleaning Industry Since 1910

**JUNE
1958**



EYE APPEAL adds that extra ingredient to convenience offered customers of California cleaner. See page 14

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Community study assures new plant success see page 24

Schedules and records make maintenance easy see page 48

A new summer market in customers' closets see page 56

Cosmetics in your system can shorten solvent life

—use **HYFLO**

**...it keeps your
solvent clean,
lengthens cycles**



By removing all insoluble impurities and dirt from your solvent, J-M Hyflo* lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHANGED SYSTEM CLEANING



TNT

NEW

can your sizing pass the
*Thumb Nail Test?

Why Dry Cleaners Like

BUCKEYE TNT DRY SIZE

- TNT Sizing will not stick, gum, or build up on press plates, covers, or steam irons. TNT sized garments finish faster — lowers production costs.
- Easy to use. TNT Size may be used by any of the popular sizing methods—dip tank, spray method, or in the wheel.
- Lower cost. Because of the concentration of TNT Sizing, it brings cost down and customer satisfaction up.

Why Customers Like

BUCKEYE TNT DRY SIZE

- Absolutely No Scratch, Flake or Marking!
- Crease resistance. TNT enables fabrics to bounce back and resist excessive wrinkling.
- Gives garments that new drape and hang that assures customer satisfaction.
- Luster and sheen. TNT enhances the "new look" of any fabric.
- No odor. No complaints when TNT sized garments are worn.

What happens when you scratch your sized fabrics with your thumbnail? Do they flake or mark? You no longer have to put up with unsatisfactory performance from old-fashioned sizing.

A modern new development in sizing called BUCKEYE TNT DRY SIZE passes the Thumb Nail Test with flying colors . . . ABSOLUTELY NO FLAKING OR MARKING.

Contact your nearest jobber for information on this and other Buckeye products.



Producers of Quality Products for the Dry Cleaning Industry Since 1884

**SATISFY YOURSELF—SATISFY YOUR CUSTOMERS WITH TNT—THE ONLY SIZING
THAT PASSES THE THUMB NAIL TEST!**

NATIONAL CLEANER & DYER, June, 1958. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 49, No. 6. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

New all-AceCo plant proves immediate success

Right from the start, business boomed at the new cash and carry plant of Driftwood Cleaners, Skokie, Ill. Within the first three months volume averaged *\$1800 per week!*

Owner Edward Andersen, even with his long experience in the industry, took no chances in planning and equipping his new plant. He simply placed the entire project in the hands of American Cleaners Equipment Co.

Starting from scratch, AceCo's team swung into action and handled every last detail. A comprehensive survey was made. Consultations were held with the architect, and detailed plans and recommendations were submitted. Equipment was carefully selected from AceCo's complete line. The entire installation, including a Model 30 Synclo Unit, AceCo Presses and other equipment, even to the steam boiler, was closely supervised by AceCo's representatives.

Driftwood Cleaners is an outstanding example of the service available to you when you deal with American. You are assured of expert assistance every step of the way in planning and equipping your plant for the most profitable operation. Call your nearby American representative for complete information, or mail coupon today.

AMERICAN CLEANERS EQUIPMENT COMPANY, CINCINNATI 12, OHIO

Division of The American Laundry Machinery Company



For top-quality cleaning with minimum investment this Model 30 Syncolor Unit equipped with American-Piazza Sludge Accumulator-Stripper was installed in Driftwood Cleaners' new plant.

Syncolor beautifully cleans 90 lbs. of work per hour. Washer-Extractor has 30" x 20" open-pocket cylinder, is completely automatic through entire cleaning cycle. Perclor-Saver Tumbler (left) quickly dries and deodorizes work, also reclaims remaining solvent from clothes. Exclusive Iso-Vibe vibration control eliminates need for special mounting or bolting to floor. Solvent tank is built into base of washer-extractor—no underground tanks required.

American-Piazza Sludge Accumulator-Stripper (in circle) saves solvent, time and labor, improves cleaning quality. Recovers two to four gallons of solvent with each filter backwash, making it possible to clean over 10,000 lbs. of work with every

drum. Daily backwash, by quick turn of valves, keeps filter clean for maximum solvent circulation to assure superior-quality cleaning. Completely eliminates transfer of dirty sludge from separate accumulator to a separate cooker.

American Cleaners Equipment Company

ALM-515

Division of The American Laundry Machinery Company, Cincinnati 12, Ohio

Please send complete information on AceCo planning service and equipment.

NAME _____

CARE OF _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

You get more from

American



DON'T LET HIM PICK ON YOUR SHIRT!

The man of the house is the most severe critic of the average laundry or cleaner. And you've got to please him at what is probably his grumpiest moment. Even if he buys the finest quality shirt, he won't stay happy if your starch-work doesn't meet his standards. It will if you use H.I.S.*, the wheat-quality Huron Instant Starch that requires no cooking, or Velvet Rainbow®, the standard of excellence in wheat starch. No matter what your specific requirements, one or the other of these two fine starches will meet them to a "T".

New H.I.S. is easy to use; just add starch during the last rinse, sour, or bluing operation, then iron

shirts as usual. Compare the quality of H.I.S. or Velvet Rainbow starch-work with other starches; notice the even, "just right" finish they impart and see how economical they are to use. Order a trial drum and judge for yourself. Complete directions for use packed in every drum.

*Hercules Trademark

HURON MILLING DIVISION
Virginia Cellulose Department

HERCULES POWDER COMPANY

Wilmington 99, Delaware

Available from leading distributors
from coast to coast.



BOTH SUPERIOR QUALITY



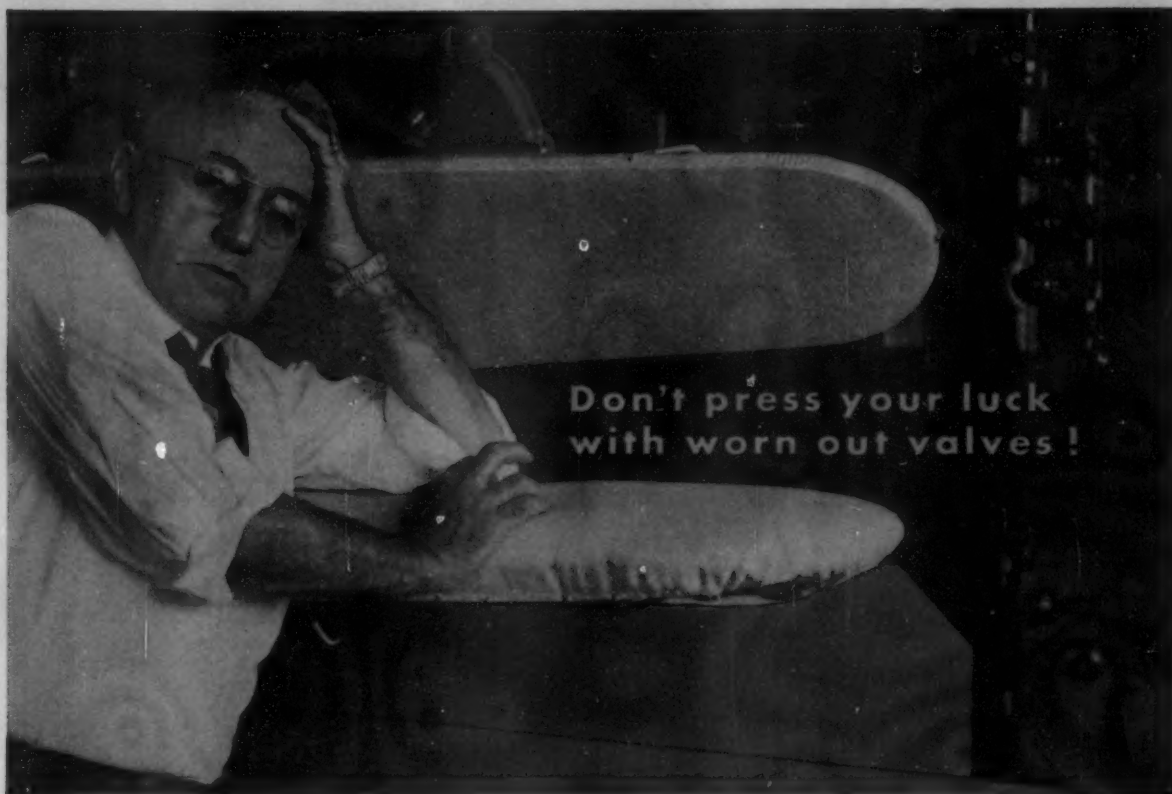
HURON INSTANT STARCH... the first instant developed for the professional laundry and dry cleaner.



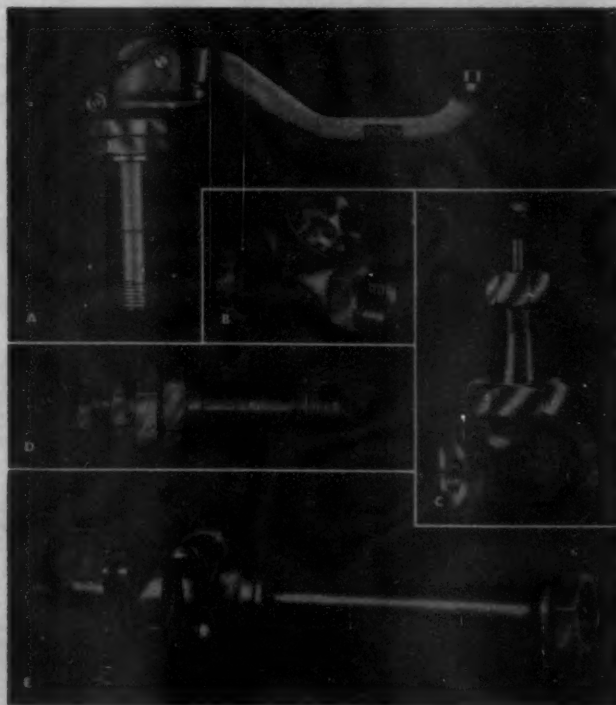
VELVET RAINBOW STARCH... guaranteed 50% velvet wheat—famous for quality for over 35 years.

VH88-3

NATIONAL CLEANER & DYER



United Valves reduce downtime... up profits!



Why gamble your profits with "tired valves"? Replace with economical, precision-engineered UNITED valves now! And, UNITED has the valve best suited to your needs . . . be it for an original installation or replacement . . . all as a result of 50 years of service to the laundry and dry cleaning industry. For example—

- (A) **HEAD VALVES**—For all makes and models of pressing machines; guaranteed interchangeable.
- (B) **CHECK VALVES**—All types to meet your every installation requirement.
- (C) **GLOBE VALVES**—Gate, "Y" and all other standard valves for long term steam operation.
- (D) **BUCK VALVES**—With and without packing for pressing machines of every manufacturer.
- (E) **STEAM VACUUM VALVES**—Also air vacuum valves for any make press.

Need valves fast? See your UNITED dealer, or write

UNITED

UNITED BRASS WORKS, INC. • RANDLEMAN, N. C.

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of March 3, 1879.



Fireworks in Chicago

After months of preparation, 66 mem-
ber plants of the Chicago Drycleaners
Association launched a television cam-
paign bombarding the buying public
with a message about the importance of
wearing freshly cleaned garments.

Management from all types of plants—
large and small—throughout the area as-
sembled to hear the group's executive
secretary, Ben Rosenfield, put the final
touches to a long-anticipated program
based on motivating more consumer in-
terest in drycleaning service. (In line with
this subject see our March Guidebook
issue on motivation.)

Eighteen times a week on one of the
major television networks viewers will
be hearing a slogan designed to establish
an exact measurement of time for having
clothes drycleaned.

"Wear It Twice, It Dry Cleans Nice"
is the password that opens up a whole
new merchandising promotion for the ag-
gressive plantowners who have subscribed
to the campaign. Already the budget has
been set up for a five-week schedule con-
sisting of 20-second and 1-minute com-
mercials in color and black and white.
Each plant was assessed \$20 per week if
it operates over five stores or trucks, \$10
per week for those having under five.

On a 52-week basis other slogans, such
as "Wash and Wear Need Professional
Care," have been scheduled. Each slogan
will be preplanned well enough in ad-
vance so member plants can pick up the
ball and merchandise it at a local level.

We salute members of the local asso-
ciation who are sponsoring such a cam-
paign and hope that other groups across
the country will follow their lead.

—Harry Yeates

Thought for the Month

If you want to test your memory, try
to remember what you were worrying
about one year ago today.—Art Schuelke

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NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

Reprinted from
JOURNAL OF COLLOID SCIENCE
Vol. 8, No. 1, February, 1953, p. 25-26.

SOLUBILIZATION AND MICELLE FORMATION IN A HYDROCARBON MEDIUM

Martin B. Mathews and Ernestine Hirschhorn
R. R. Street & Co. Inc., Chicago, Illinois

ACADEMIC PRESS INC.
125 East 58th Street, New York 10, N. Y.
Made in the United States of America

Study of micelle formation leads to scientifically controlled drycleaning

*This pamphlet contains a paper
prepared by two members of
Street's research staff,
Dr. Martin B. Mathews and
Dr. Ernestine Hirschhorn.*

*It is reprinted from the February, 1953
issue of Journal of Colloid Science.*

*The original presentation was read by
Doctor Mathews at the 121st National
Meeting of the American Chemical
Society, Buffalo, N. Y.,
March 23-25, 1952.*

The micelle principle. The micelle principle is applied to a method of activating drycleaning fluid with invisible lipophilic micelles which have unique properties for the removal of food, perspiration and similar types of soil heretofore impervious to safe drycleaning methods.

Each micelle is a complex aggregate consisting of a spherical or near-spherical moisture core surrounded by a monolayer of surfactant. The micelles pass through the pressure filter without change in structure or reduction in number. In fact they are too tiny to be detected under the ultramicroscope.

The manner in which these micelles control the release of moisture to the fabrics being cleaned presents an unusual phenomenon. When the technique recommended by Street's is followed, the amount of moisture released by the micelles is identical to that which the same fabrics would absorb from atmosphere in a room conditioned at 70 to 75% relative humidity.

This gives the fabrics that "like new" look, with the original drape, brightness of color and whiteness retention.

Street's MYCEL process. MYCEL is the trade name of R. R. Street & Co. Inc. pertaining to a process of controlled drycleaning wherein (a) Formula 886 produces lipophilic micelles of the desired structure; (b) Street's Conductivity Control maintains uniformity of the micellar structure during the cleaning cycle; and (c) an extra rinse in purified fluid eliminates streaks and swales.

R. R. STREET & CO., INC.

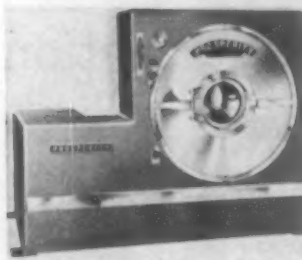
241 W. Madison St.,
Chicago, U.S.A.



NEW PRODUCTS

AND LITERATURE

Prosperity Introduces New Line of Equipment

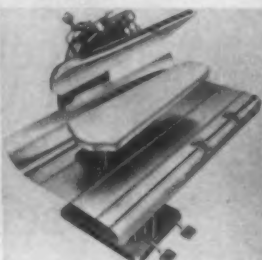


The Prosperity Company, Syracuse, N. Y., has announced its new and improved line of drycleaning and laundry equipment, designed and engineered to speed up production and improve quality.

New features and advantages, it is stated, will afford the plant-owner greater profits per investment dollar.

Among the new items is a 55-pound synthetic, separate recovery unit (above left) designed to produce upwards of 220 pounds per hour on single bath. This unit is ideal for drive-ins, shopping centers, hotels, institutions and production plants, says Prosperity. The Model 12-C is fully automatic, has a reversing open-pocket 44-inch-diameter cylinder and is adaptable for single or two-bath operation. An end-door type unit, the Model 12-C gives 80 percent extraction in less than 3 minutes, it is stated, and requires only seconds to drain.

The new Model 845-EZD



three-in-one all-purpose dry-cleaner's press is a combination dresser, topper and utility machine. For the first time, Prosperity claims, all areas of the pants (including the difficult crotch "V" area) are completely and quality-pressed. And, says Prosperity, an operator can save as much as 15 percent laying time over previous models on pants, coats, skirts, sweaters and sport shirts.

Also included in the line are six new items for laundry. These include a two-girl cabinet shirt-finishing unit with a new combination collar-and-cuff finisher; a one-operator Appar-All finishing unit for all shapes and sizes of wearing apparel; a one-operator electrically heated shirt finishing unit with "Power Circle" pressure; a one-operator electrically heated apparel unit, also with "Power Circle" pressure; a one-operator wash pants unit, and a cabinet collar-and-cuff finishing machine.

New Corrosion-Proof Ironing Surface

A new scratchproof, corrosion-proof ironing surface that is said to be as light as aluminum yet more rugged than steel has been designed by the Automatic Steam Products Corp. for use on its Aquesteam Iron.

Called "Hard Kote," the surface is a recent scientific process developed and patented by Alcoa. According to its manufacturer, the improved Aquesteam Iron is the only U. L. approved industrial steam iron that provides fast, troublefree steam without a boiler.

For further information write to Automatic Steam Products Corp., 140 W. 31st St., New York, N. Y.

Stable Stain Remover

Signal Chemical Mfg. Co. has developed a stable liquid enzyme digester that removes a range of albumin, problem and unknown stains.

Called "Led," the digester is said to be effective on 8 out of 10 problem stains, not to pull color, and to be safe, fast and economical. When used on the board as a postspotter, it eliminates rings and reruns, the manufacturer states.

Led comes packaged in 8-ounce bottles, six to a carton. Each carton contains a plastic bottle dispenser.

For further details write to Signal Chemical Mfg. Co., Bedford, Ohio.

Automatic Change Register



A new automatic change-dispensing cash register has been designed by the National Cash Register Company.

The new cash register consists of two units—a change-computing register and an automatic coin dispenser located separately from the register.

After ringing up a sale, the salesperson or checker records the money tendered by the customer. The register computes the correct amount of change due and then causes the dispenser to release automatically the proper coins.

The coin dispenser has channels for half dollars, quarters, dimes, nickels and pennies. A warning buzzer sounds when the supply of coins is low. The dispenser will not work when any of the coin channels is empty.

The change dispensing feature can be added to NCR change-computing registers now in use.

According to Stanley C. Allyn, NCR board chairman, "With the new machine, change can be made more than twice as fast as with a conventional register."

For further information write to The National Cash Register Company, Main & K Sts., Dayton 9, Ohio.

Vapor Absorption Unit

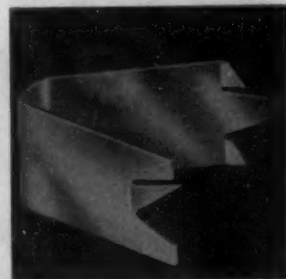


A new unit to recover air-lost solvent vapors and convert them to liquid perk for reuse is now being offered by the Hoyt Manufacturing Corporation.

The "Sniff-O-Miser" works with any perk drycleaning system, sniffing up from the air solvent vapors otherwise lost, says its manufacturer. The unit is available in two sizes—Model 4 for those using less than two drums of perk per month and Model 8 for those using more than two drums per month.

For complete specifications write to Hoyt Manufacturing Corp., Westport, Mass.

Skirt Clip Device



The Garment Hanger Company has designed a new skirt clip made of high-strength, non-corrosive, polished aluminum. Identified as the Garco Skirt Clip, the device fits over any garment hanger bar, one at each end, and fastens to the skirt band by means of sharp points, which grip securely and cannot snag the cloth. The application is said to be faster and easier than pins and superior to any other method of skirt hanging.

The manufacturer also suggests the use of Garco Skirt Clip

Continued on page 12

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

the coat stayed home—

**... the trousers were "cleaned"
in *DIRTY* solvent!**



Maybe it's happened to you. A customer sends just the trousers of a suit for cleaning. And when they come back, they look dingy compared to the coat that *wasn't* cleaned!

A customer has a right to complain when this happens—and he usually does. The reason it happens is simple. You're trying to clean with dirty solvent. In just one day's cleaning, bleeding dyes can build up to dangerous levels.

The cure is simple, too. Use DARCO® activated car-

bon to keep your solvent always clean. Daily use of DARCO DC, in the amount recommended for your system on the DARCO Dosage Chart, will remove bleeding dyes, fatty acids and odors *before* they get a chance to accumulate. And the DARCO treatment costs so little . . . just a fraction of a cent per garment.

DARCO DC steals less soap and solvent than other powders. It comes in easy-to-use 2-pound bags. Order today from your distributor!



TRY THE DARCO WHITENESS TEST

Run half of a clean piece of white cotton or rayon through your washer. Dry it, press and compare with the half you haven't cleaned. If the "cleaned" piece looks gray, your solvent is dirty.

Write for your copy of the new DARCO Drycleaning Manual with the tear-out "How-to-Use-it" chart.



**CHEMICALS
DIVISION**

**ATLAS
POWDER COMPANY**

WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.

Bramford, Ontario, Canada

The Wraps are **OFF!**



Special Automatic
Patents pending

See Hoyt's Super Special Contribution to the Industry

NEW *"Steem-Mist"* RECLAIMER

At last, after months of laboratory and field testing, Hoyt's new "Steem-Mist" Reclaimer is no longer a rumor — it's an actual, exciting fact! This stainless steel unit is now in the regular Hoyt line.

Prove for yourself there's no other reclaimer anything like it. With "Steem-Mist", operators report

- No more lint problems—mix lights and darks in a common load
- Natural moisture restored . . . finishing time greatly reduced . . . tremendous savings made
- Garments revitalized — handle and feel like new

And, of course, in addition to the exclusive "Steem-Mist" feature, you get all these other exclusive Hoyt features — cool down cycle . . . reclamation during cooling . . . large, easily cleaned lint trap . . . widest range of sizes (don't limit your profits by too large or too small reclaimers).

Jean Smart says:

"To attract friends fast and save big money, be sure your reclaimers have Hoyt features."



HOYT MANUFACTURING CORP.
14 Forge Road, Westport, Mass.

OK, Jean, send me the "Steem-Mist" story.

Name.....

Company.....

Address.....

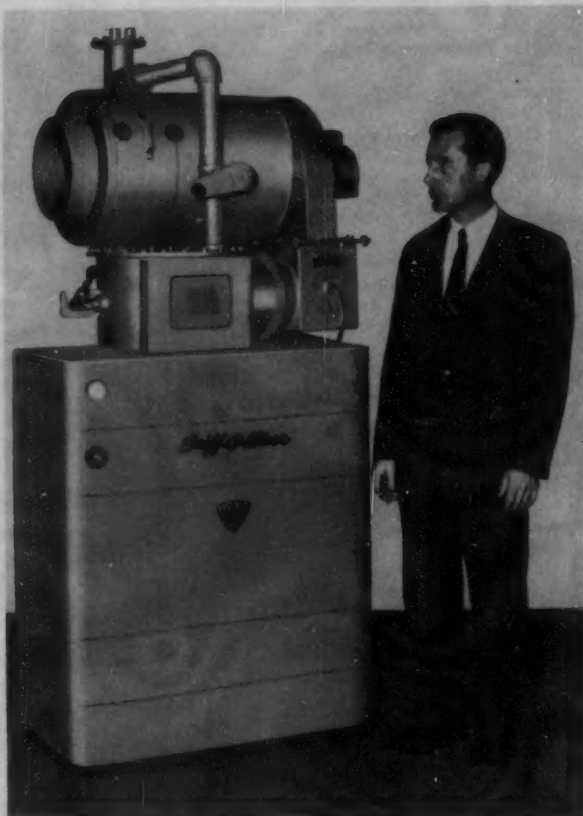
HOYT

Jean Smart says:

**"GOSH—SOLVENT COSTS
SLASHED UP TO 50%!"**

HOYT *Sniff-O-Miser*

sniffs up and accumulates those solvent vapors formerly air-wasted and unreclaimable, and returns them in liquid form for reuse. Enthusiastic operators report solvent costs slashed up to 50%!



*Spectacular
Unbelievable
Amazing Results*

**"Sniff-O-Miser" works with any perk drycleaning system.
Start Slashing YOUR Solvent Costs Today!**

HOYT

Hoyt Manufacturing Corp., 14 Forge Road, Westport, Mass.

Send Sniff-O-Miser details.

Name.....

Company.....

Address.....

HOYT Automatic Dryers, Reclaimers and Chillers

Continued from page 8
for hanging shorts, belts and ties and for securing low-neck dresses to hangers. It can also be used for clipping collar supports to dress shirts and closing sport shirt collars.

As an introductory offer the firm will send a free sample of the new clips to cleaners upon receipt of the name of their jobber. Write to the Garment Hanger Company, 2624 Geraldine St., Los Angeles 11, Calif.

Summer Sales Pamphlet

A sales pamphlet outlining merchandising ideas, promotion and suggested window displays based on the advantages of having summer garments professionally cleaned, sized and finished has been prepared by the Signal Chemical Mfg. Co.

According to Bob Lusher, president of the company, all promotional ideas and suggested displays are based on the idea that summer garments can best be handled when cleaned, finished and "Beauty-Tex" sized by a professional drycleaner.

Yardstick Press Pad



Manitowoc Cotton Goods Manufacturing Company has announced that its Contour Foam Rubber Press Pad is now available with "yardstick" measurements indicated in the pad.

According to the manufacturer, with the new pad pressers can automatically measure the length of each trouser leg while making their lays, permitting them to turn out trousers with uniformly even back seams. The new feature is said to correct slight but unavoidable shrinkage and give uniform

finishing to all types of pants and skirts.

For further details write to Maniowoc Cotton Goods Manufacturing Company, 909 York St., Manitowoc, Wis.

Packaged Automatic Boiler



A new packaged automatic boiler has been designed specially for smaller steam users by Orr & Sembower, Inc.

The Model 5 Powermaster is a complete self-contained integrated boiler and burner with all controls installed, mounted on its own steel foundation. Combination burners for burning either oil or gas can be furnished. The Model 5 is available in both high-pressure and low-pressure designs, and in 15, 20 and 30 hp. sizes.

Electronic programming and safety controls are provided and a variety of optional accessory controls and equipment.

For further information write for Bulletin #1250 to Orr & Sembower, Inc., Morgantown Road, Reading, Pa.

New Solvent Saver



A new solvent-saver unit which converts previously wasted perk vapors into extra galonage has been announced by W. B. Caplan, president of Excelsior Machinery Company.

The Va-Per-Mat unit can be installed with simple ducting arrangement to the drycleaning machine and recovery tumbler. The unit is said to draw in all perk vapors previously dissipated into the air. It is installed with two floor vents which pull

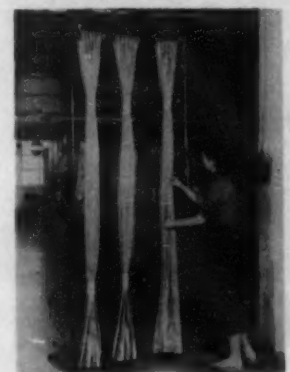
in vapors prevalent on the floor area. Charged with activated carbon crystals, the unit consists of a condenser, separator and steam cooker.

The perk recovered from the Va-Per-Mat is recommended by State Health Departments because it eliminates all but 8 to 10 parts of vapor to 1,000,000 parts of air, Excelsior reports.

The unit is all heavy-gauge, corrosion-resistant construction. It is available in the single-unit Model 800 for plants using less than two drums of perk per month and with one recovery tumbler. The double unit, Model 900, is designed for plants using more than two drums of perk per month and with two or more recovery tumblers.

For full descriptive literature write to Excelsior Machinery Company, 6175 Vermont St., Detroit 8, Mich.

New Drape Folder



A new one-operator method for putting decorator folds into drapes has been introduced by Zimmerman Products.

According to Max Zimmerman, president of Zimmerman Products, the one-operator method with the new Ze-Drape Folder saves more than half the time previously required to fold drycleaned drapes.

For further information write to Zimmerman Products, 2519 Burnet Ave., Cincinnati, Ohio.

New Portable Register

A new portable register designed to provide positive forms control and alignment from the start to the finish of a recording operation is now being marketed by the Standard Register Company.

The "Model 8000" is said to be the only portable register that gives full-time pinfeed forms control and full-length form ejection. The unit comes in three forms sizes and five colors. It is of lightweight steel and aluminum construction which gives it complete portability,

states its manufacturer.

For further information write to The Standard Register Company, 3005 Campbell St., Dayton 1, Ohio.

Redesigned Ironing Shoe

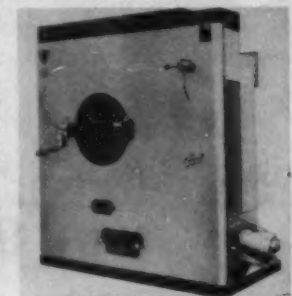


An improved base for its Magic Ironing Shoe has been announced by Newhouse Specialty Co., Inc., Glendale, Calif. Made of Kelon-T, the new base has a quarter-inch plain border between the perforations and the frame, for added strength and longer life. In addition, the new base, which is stain-proof and noncorrosive, is designed to give off more steam at the point of the iron where it is needed.

The frame is die-cast polished aluminum. A stainless-steel inner liner spreads the steam evenly over the entire area and doubles the life of the shoe, according to E. J. Newhouse, president of the firm.

"Our Magic Ironing Shoe will press any fabric on the right side without shine. It carries patent No. 2-750-697," Mr. Newhouse commented.

Solvent Recovery Unit



A new solvent recovery unit with a capacity of 70 pounds or more has just been introduced by the Vic Manufacturing Co.

Vic Model 78 is built so that it will pass through a standard 36-inch door and take little floor space. Like the other Vic solvent recovery units, this newest machine features the Nollint coil which cuts down lint accumulation. An even distribution of air into heating and cooling chambers makes for

Continued on page 88

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

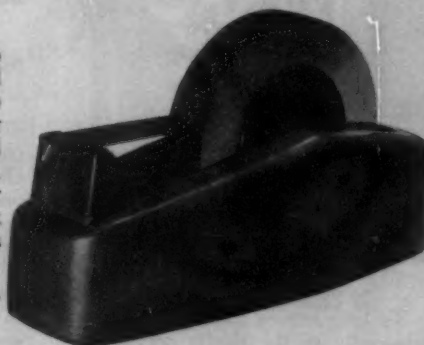


...and group your orders with a loop of "Scotch" Brand!



You can do so much with so little "Scotch" No. 246 Colored Tape! Loop just an inch or so around the top of your hanger with the ends stuck together to form a tab—and you've got a flag that stands up and says "special". And use a short strip of No. 246 to group two or more hangers to be inserted in a single garment bag. "Scotch" Brand holds tight, yet customers can snap hangers apart easily.

Available in four colors (red, blue, green, yellow).



"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 5, MINN. EXPORT: 90 PARK AVENUE, NEW YORK 16, CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



BUSINESS BUILDERS

Direct-Mail Appeal Gets Household Volume

| DRAPERIES | | | | | | | | | | | | | |
|----------------------------------|--------------|---|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|--------|
| L—means Lined U—means Unlined | | This chart is Cash & Carry—Add .25 per pair for Delivery These prices are calculated per pair but measure 1 side of pair only. | | | | | | | | | | | |
| WIDTH in inches | | MEASURE BOTTOM WIDTH OF ONE SIDE OF A PAIR | | | | | | | | | | | |
| LENGTH in inches | Up to 36" | 36-54 | 54-72 | 72-90 | 90-108 | 108-126 | 126-144 | 144-162 | 162-180 | 180-198 | 198-216 | 216-234 | |
| 36" | L- | L-1.75 | L-2.25 | L-2.75 | L-3.25 | L-3.75 | L-4.25 | L-4.75 | L-5.25 | L-5.75 | L-6.25 | L-6.75 | L-7.25 |
| | | U-1.50 | U-1.75 | U-2.25 | U-2.75 | U-3.25 | U-3.75 | U-4.25 | U-4.75 | U-5.25 | U-5.75 | U-6.25 | U-6.75 |
| 54" | L- | L-2.25 | L-2.75 | L-3.25 | L-3.75 | L-4.25 | L-4.75 | L-5.25 | L-5.75 | L-6.25 | L-6.75 | L-7.25 | L-7.75 |
| | | U-1.75 | U-2.25 | U-2.75 | U-3.25 | U-3.75 | U-4.25 | U-4.75 | U-5.25 | U-5.75 | U-6.25 | U-6.75 | U-7.25 |
| 63" | L- | L-2.30 | L-3.00 | L-3.50 | L-4.00 | L-4.50 | L-5.00 | L-5.50 | L-6.00 | L-6.50 | L-7.00 | L-7.50 | L-8.00 |
| | | U-2.00 | U-2.50 | U-3.00 | U-3.50 | U-4.00 | U-4.50 | U-5.00 | U-5.50 | U-6.00 | U-6.50 | U-7.00 | U-7.50 |
| 72" | L- | L-2.70 | L-3.20 | L-3.70 | L-4.25 | L-4.60 | L-5.10 | L-5.60 | L-6.10 | L-6.65 | L-7.20 | L-7.70 | L-8.20 |
| | | U-2.20 | U-2.70 | U-3.20 | U-3.75 | L-4.25 | L-4.70 | L-5.20 | L-5.60 | L-6.00 | L-6.60 | L-7.20 | L-7.70 |
| 84" | L- | L-2.95 | L-3.45 | L-3.95 | L-4.75 | L-5.25 | L-5.35 | L-5.80 | L-6.20 | L-6.80 | L-7.35 | L-7.85 | L-8.35 |
| | | U-2.45 | U-2.95 | U-3.45 | U-4.00 | U-4.75 | L-5.25 | L-5.35 | L-5.80 | L-6.20 | L-6.80 | L-7.35 | L-7.85 |
| 90" | L- | L-3.05 | L-3.55 | L-4.25 | L-5.00 | L-5.75 | L-6.00 | L-6.20 | L-6.50 | L-7.00 | L-7.50 | L-8.00 | L-8.50 |
| | | U-2.55 | U-3.05 | U-3.75 | L-4.25 | L-5.25 | U-5.50 | U-5.80 | L-6.20 | U-6.50 | U-7.00 | U-7.50 | U-8.00 |
| 96" | L- | L-3.30 | L-3.80 | L-4.50 | L-5.25 | L-6.00 | L-6.25 | L-6.50 | L-6.75 | L-7.20 | L-7.70 | L-8.20 | L-8.70 |
| | | U-2.80 | U-3.30 | U-4.00 | U-4.50 | U-5.75 | U-6.00 | L-6.25 | L-6.50 | U-6.75 | U-7.20 | U-7.70 | U-8.20 |
| 108" | L- | L-3.80 | L-4.30 | L-4.75 | L-5.50 | L-6.75 | L-7.00 | L-7.25 | L-7.50 | L-7.70 | L-8.00 | L-8.55 | L-9.00 |
| | | U-3.30 | U-3.80 | U-4.25 | U-4.75 | U-5.25 | U-6.50 | U-7.00 | L-7.25 | U-7.35 | U-7.70 | U-8.00 | U-8.70 |

A letter sent out to regular customers during the spring season was very effective in attracting business for the household department at Schwartz Cleaners, Oak Park, Illinois.

The letter included the detailed pricing chart (reproduced here) used in determining drapery charges. Many people responded to the letter—and boosted volume accordingly.

Cleaner Promotes Thrift With Miniature Truck



To help remind the budget-minded housewife of the thrifty services offered by the plant, miniature truck savings banks are offered for the youngsters by Darko and Sons, Indianapolis, Indiana.

Plastic replicas of the company trucks retail for 49 cents plus an in-

voice from a finished garment. Samples of the premium are displayed on the counters in the call office along with an attractive red-and-gold display poster. Route salesmen also distribute the savings-bank trucks among their customers.

New Twist on Greeting Cards

Christmas and New Year's cards are disregarded at Francis W. Cleary's cleaning plant in Haverhill, Massachusetts. Mr. Cleary believes that such cards get lost in the shuffle of the dozens that are received each year by customers.

Instead this Massachusetts cleaner sends Easter and Thanksgiving cards to his patrons. Since very few persons send cards on these holidays, Mr. Cleary's greetings stand out all the more. These cards are all personalized, which adds to the thought behind them.

Greeting cards also are sent by Cleary's Cleaners to Jewish families

in town on the Jewish New Year's day.

As still another thoughtful gesture, Mr. Cleary reads the obituaries each night and writes personalized condolence notes to customers who have experienced a death in the family.

These cards all help create a closer relationship between the drycleaner and his customers.

"Dress Right" Promotion



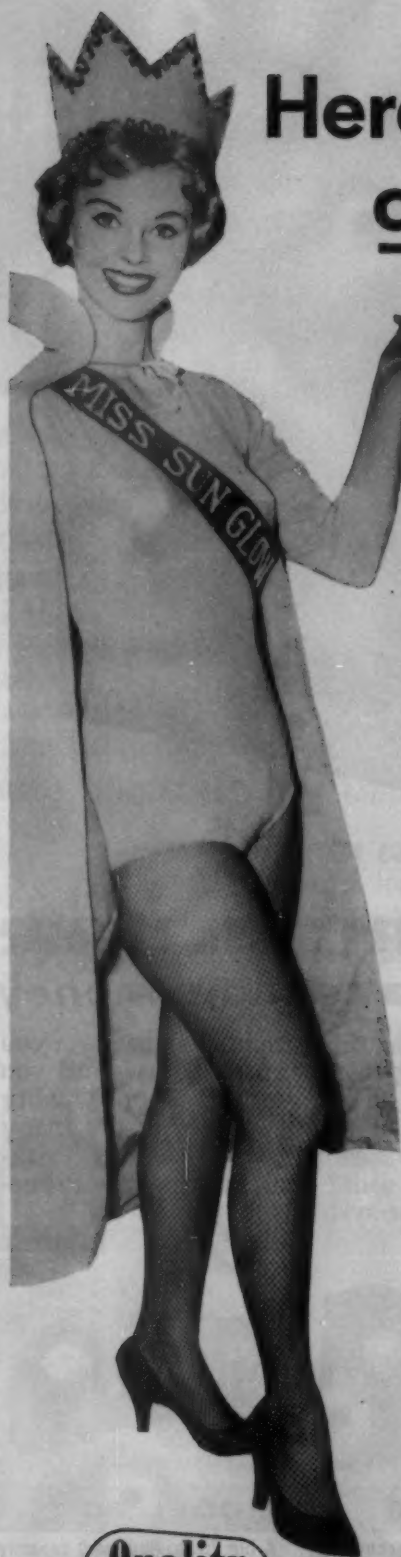
Doing his part to promote Dress Right Week, a national event held during the week of March 24-29, Ben Wallis (right) of Wallis Cleaners in Tucson, Arizona, is pictured delivering freshly cleaned garments to Mr. and Mrs. Jack Jackson at the Saddle and Surrey Ranch near Tucson. Mr. Wallis arranged to have this and other photos taken by the Tucson Sunshine Climate Club, a local community promotional organization, for publicity distribution in the area.

Our Cover Girl

Old English Cleaners of Glendale, California, really believes in pampering the customers. For the extra convenience (and eye-filling pleasure) of motorists, carriage service is offered during three hours of the morning for people driving to work.

As they pull into the parking area with soiled garments, the attractive young lady pushes her cart to their cars, receives the work and gives them their receipts. She keeps a hamper or two handy to accumulate the bundles to be sent on to the markers.

It's convenient, saves the customers time, and gives them a pleasant outlook on life as they start their day's endeavors.



Here's a way to cut pressing costs and improve quality



SWITCH TO THE

Qualitex[®] PAD AND COVER

with the NEW **Sun Glow[®]** Cover
*TRADE MARK

- Actually costs less to use than cotton pads and covers.
- Foam rubber pad and Sun Glow Cover provides most ideal pressing surface.
- Sun Glow Cover is 28% stronger . . . lasts longer.
- Sun Glow fabric has just enough stretch to protect buttons . . . but not distort pad.
- Qualitex Pad and Cover is guaranteed in writing to last a minimum of four months.

QUALITEX SUN GLOW PAD AND COVERS COST LESS
IN THE LONG RUN . . . BECAUSE THEY LAST LONGER!

ORDER FROM YOUR JOBBER TODAY!

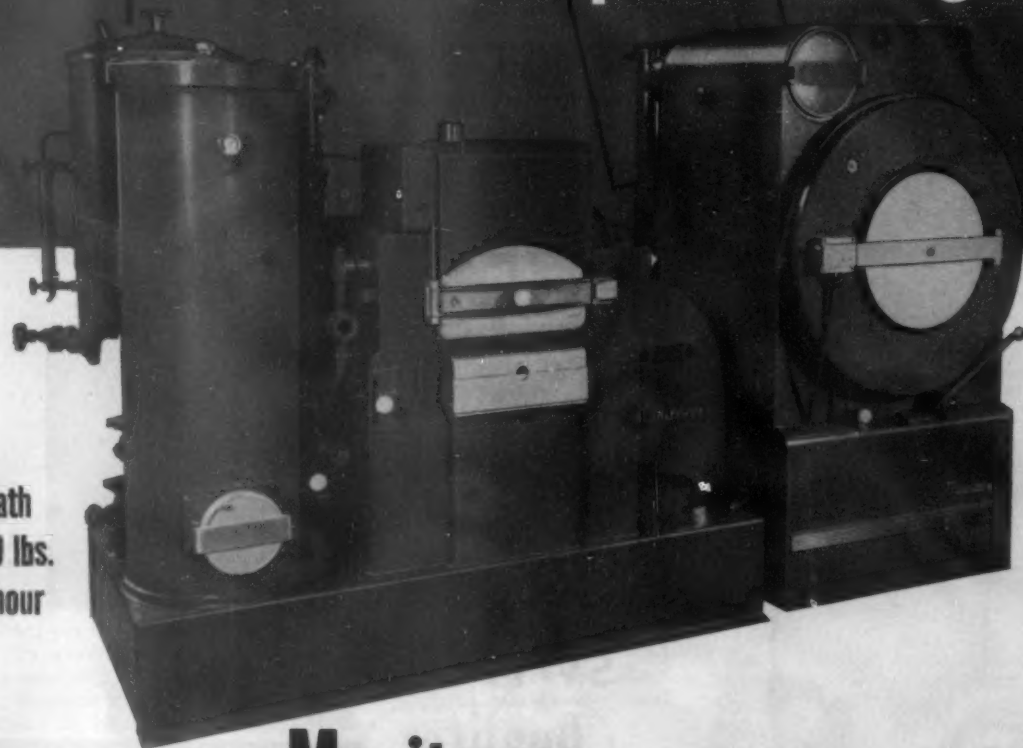
Quality

products company

5760 W. GRAND AVE., CHICAGO 39, ILL.

*Record sales
prove...* **the price is right!**

**Perchlor
Single-Bath
over 100 lbs.
per hour**



Manitowoc PRIMELINER

You save more money...you make more money

There's never been anything like the acceptance shown the new Manitowoc Primeliner perc unit! Cleaners everywhere realize that at last the price barrier has been broken. Here is a complete dry cleaning package, everything you need for top quality work. There are no extras to buy because dozens

of the finest features are built right in... you start making money immediately! And you save money on maintenance, too. Quality parts are used throughout to assure many years of fine cleaning without costly breakdowns. Why wait? Look into the new Primeliner perchlor system today!

**PICK THE
PACKAGE
THAT SUITS
YOU BEST!**



PRIMELINER MODEL 25

Newest of the new in a complete perchlor system... all the best features, with no price premium.



PRIMELINER MODEL 30

Peerless quality perchlor or petroleum cleaning... up to 120 lbs. per hour... 2-bath or single-bath... fully automatic.



PRIMELINER MODEL 70

A big 70 lb. (dry load) capacity... perchlor and petroleum models... 2-bath or single-bath... "push-button" cleaning.

only \$ **4990** for a complete
dry cleaning
package!

F. D. B. Manitowoc, Wis.

40 GPH "NO-SURGE-OVER" STILL eliminates foaming over and surging over of dirty solvent during distillation. Results in finer quality, longer solvent life.

SUPER SPEED RECLAIMING TUMBLER is included in the Primeliner system. Has huge air-flow volume and low heat requirement. Dodge torque arm drive... all copper "prime-surface" coils in the condenser... are among the many deluxe features.

HIGHLY EFFICIENT FILTRATION features filter

with lifetime stainless steel free-flow plates... easy-to-clean filter bags. For slightly more money a Manitowoc-Olson tubular filter may be substituted.

MARLOW SELF-PRIMING CENTRIFUGAL PUMP moves solvent from the storage tank throughout the system in a strong, steady flow.

CAST ALUMINUM "FLOATING" DOOR has a self-aligning feature for a perfect seal when the door is closed. A built-in, automatic brake makes for easy loading... complete safety.

FREE FLOW COPPER TUBING will last the life of the machine. Offers the least resistance for increased flow capacity.

plus

"CUSHIONED" FLUID DRIVE prevents starting shock or overloads... does away with peak electrical loads.

BIG BUILT-IN STORAGE TANK eliminates need for separate tank... saves space. Has sludge agitator for prevention of sludge build up.

MANY OTHER DELUXE FEATURES AVAILABLE

ACT NOW FOR THE QUALITY BUY OF THE YEAR!

MANITOWOC



MANITOWOC ENGINEERING CORP.

(A subsidiary of The Manitowoc Company, Inc.)

Manitowoc, Wis.

Dept. MR-2

RUSH more facts on the following:

- | | | |
|---|--|-----------------------------------|
| <input type="checkbox"/> New PRIMELINER Package | <input type="checkbox"/> Finishing Equipment | <input type="checkbox"/> Tumblers |
| <input type="checkbox"/> Petroleum Systems | <input type="checkbox"/> Model 70 Perchlor | <input type="checkbox"/> Stills |
| <input type="checkbox"/> Model 35 Perchlor | | <input type="checkbox"/> Filters |

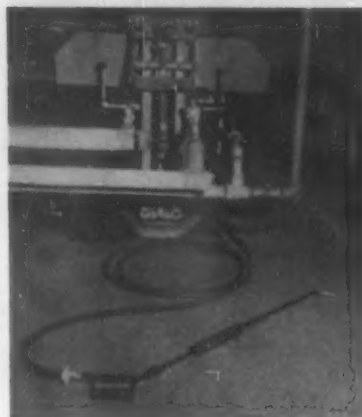
Name.....

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City..... State.....

GADGETS and GIMMICKS

Steam Cleaning Hose



For better cleaning around presses, Hal Zell of Old English Cleaners in Glendale, California, equips each press with a fitting for attaching a steam cleaning hose and pipe nozzle like the ones used in garages. Purchased from an auto supply store, the 30 feet of steam line permit reaching every piece of equipment in the plant for a thorough job of cleaning less than every two months.

Burglar Discourager



Graham Featherman, who owns and operates Careful Cleaners in Long Beach, California, has a good idea concerning his after-hours bundle drop. Bundle drops that open into the front office of most plants are too often a means of entry by would-be burglars.

Mr. Featherman, who is president of the California Drycleaners Association, solved the problem by building

a little 5-by-5-foot room in one corner of his call office. This room serves both as a fitting room and a safe place for incoming after-hours bundles. A conventional-type double-door opening in the front corner of the building permits work to be dropped into this large capacity room.

The door of this room has a lock operated from the inside for the person using this fitting room, and also has a "dead lock" on the office side. Graham says he sleeps a lot better now that he can seal off the bundle-drop opening by locking this door when he goes home of an evening.

Suspended Tape Dispenser



Rolls of pressure-sensitive tape mounted to the supports above the slickrail save time for inspectors at Birk-Fellinger-Iralsen, Chicago, Illinois. Tape dispensers were bolted to the metal frame with the cutting edge at the bottom. Garments that need refinishing, spotting, etc., are marked with a small quantity of tape.

The operator merely reaches up and slices off enough tape to identify the area on the garment. This eliminates pinning tags to garments and makes it easier to see the portion of the garment to be reworked.

Rolls of yellow and red tape used in the department show up clearly on any color garment coming into the plant.

Tile Reduces Dust

Asphalt tile is used to cover the floors in the finishing and storage areas of the Dupont Laundry and Drycleaners in Washington, D. C.

Plant management has found that

the tile cuts down the collection of dust better than cement. It actually lasts longer than cement and is also easier to keep clean. The floors are heavily waxed to hold dust and are then gone over frequently with a 36-inch-wide dust mop.

New Soundproofing



Plantowners considering construction or remodeling will be interested in the ceiling construction at Odell French Cleaners of Yonkers, New York.

It is metal, with specially formed ridges and perforations. Above the ceiling there are 4 inches of insulation. The design is such that all sound passes through the perforations up into the insulation, providing excellent soundproofing. In addition, there is the advantage of the permanence of the enameled metal.

The material comes in large sheets for quick and easy installation. Another advantage it offers is good light reflectance.

Be Prepared

Preventive maintenance is an important phrase at the Old English Cleaners in Glendale, California, even to the matter of boiler sight glasses. These sight glasses have been found to break after a certain period of use. Through accurate record keeping owner Hal Zell determined the life of these sight glasses. So that production would not be held up by breakage, Mr. Zell now keeps extra sight glasses on hand and periodically changes the used ones, according to a posted date-card, before they break.

UNSURPASSED SHIRT FINISHING

with these TWO NEW MOST WANTED FEATURES



ON THE 2 GIRL 3 PRESS

Glide-O-Matic

SHIRT FINISHING UNIT BY

UNIPRESS®

TWO NEW GEMS on the UNIPRESS Glide-O-Matic 2 girl, 3 press shirt unit give you more shirts per hour with the finest quality finish available anywhere. *First* is the UNIPRESS Model MSA One Lay Double Sleever which automatically measures each sleeve length for perfect pressing every time. *Second* is the new yoke ironing feature of the BAS Cabinet Bosom and Body Press, which automatically presses the full yoke while operator is making lay on the bosom and body form. Add all the other outstanding UNIPRESS features and you have the most advanced shirt finishing unit on the market today. Your choice of seven beautiful decorator colors. See your Unipress distributor or write today for complete information. Remember, UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD.

FOR FINER FINISHING FASTER IT'S...





Shirt service with a CAPITAL K



K for KOHNSTAMM, of course—because the H-K method of shirt laundering makes quality almost automatic—allows even an inexperienced operator to turn out the finest quality.

You know that nothing builds laundry business faster than a quality washing and finishing shirt job—and KOHNSTAMM has the method that will do it!

Just call in a KOHNSTAMM man—and you're in *profitable* business *without* having to pay for mistakes. You can depend on the 107 years of laundering experience that backs him up.

He'll give you the benefit of time-tested tips to save you time, trouble and money—show you how to increase shirt volume and boost your profit.

Write or telephone your nearest KOHNSTAMM Service Branch for details on how to improve *your* shirt business.



Established 1851

H. Kohnstamm & Co., Inc.

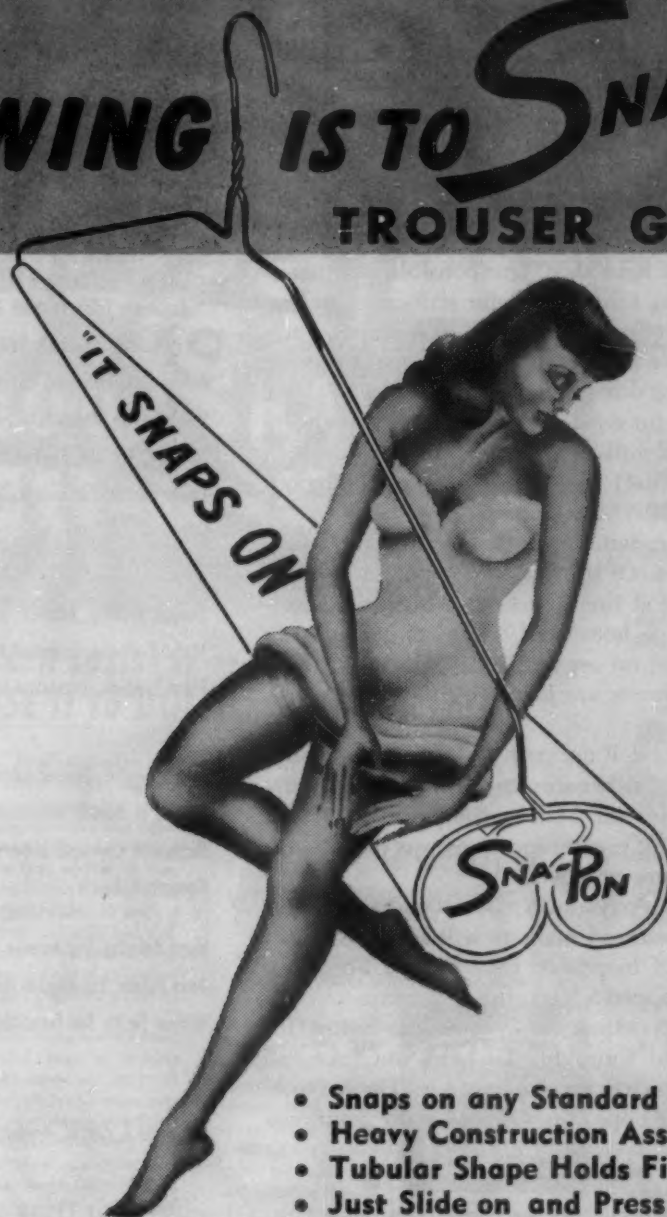
NEW YORK 7, 89 Park Place . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON • INDIANAPOLIS
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THE SWING IS TO SNA-PON

TROUSER GUARDS



- Snaps on any Standard Hanger
- Heavy Construction Assures Rigidity
- Tubular Shape Holds Firm
- Just Slide on and Press Down

Snow White Sna-Pon Trousler Guards are 50% easier to thread, 50% easier to handle, and 100% longer lasting than the average trouser guard. Tubular shape resists buckling and damage — Sna-Pon will not break down under weight of trouser regardless of service in closet. Try them — learn the difference.

NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please

SNA-PON . . STAYS ON
Approximately 1/2" round — packed 2500 to carton. Carton size is 25" x 16 1/2" x 16 3/4". Shipping weight 36 1/2 lbs.



TILLERY CONTAINER CORPORATION

6000 WILSON AVE.

KANSAS CITY 23, MISSOURI

Sna-Pon Guards, ® Pat. Nos. 2510043-2510044-Canada Pat. No. 467993 (1950)

EDITORIALS

How Is Your Business?

During periods of readjustment, such as the present, the prophets of doom have a field day. Irresponsible politicians pontificate upon the coming ruination of our economy—unless, of course, they get into office. Syndicated columnists, forecasters and economists have been on the bandwagon, too, with some union leaders spouting dire predictions.

In actual fact, prospects for greater prosperity than ever were never brighter. We have 62 million people at work today which is 16 million more than in 1941. These workers are turning out goods and services worth \$430 billion a year.

Their disposable income, with which they can do as they please, is \$300 billion a year. Of this they are saving \$18 billion. Our people are consuming at the rate of \$280 billion a year—about \$5,500 for an average household. *They can spend even more* since they are sitting on another \$250 billion in liquid assets. Time payment contracts are lower in total dollars than they were a year ago.

How's business? Darn good, if not perfect. Our own industry, together with laundries and other service fields are employing 118,000 more people, as of last March, compared to March 1957. The only field showing greater increases was the government which has 186,000 more employees.

We do not mean to be Pollyannish about conditions. Certainly some cleaners in localized markets will feel the pinch. Others will fail because of ineptness. Like today's Forgotten Man: he is the guy who stopped advertising yesterday.

But on the whole, opportunities were never better for cleaners with courage and foresight. To help you take full advantage of the situation, we are starting our "Do It Now" series in the next issue. We hope you will read it, for your own profit and security.

A perfect example of aggressive merchandising can be seen in the May issue of *Good Housekeeping* magazine. There are 16 feature pages, plus an editorial, devoted to the wonderful positive benefits of wash-and-wear. And, of course, the issue is liberally sprinkled with ads of home washers and garment manufacturers telling the same tale.

The article does let us peek at some of the disadvantages. For example, it admits that *most* wash-and-wear needs "touch-up-pressing." It also conceded that these items are not cheap. Then a third admission states that the quality is inconsistent; that there is skimp-

ing on finishes and dyes. Trim, zippers, linings, belts and shoulder pads also present problems. But the rest of the article extols the virtues of wash-and-wear.

A recent survey sponsored by *McCall's* magazine confirms that women are far from happy with the performance of "minimum care" fabrics for the very reasons mentioned above. All the more reason we should let Mrs. Housewife in on the fact that we can handle wash-and-wear and relieve her of the headaches. Let's take a cue from the manufacturers and use the positive approach.

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GET YOUR SHARE OF WASH-&-WEAR

66% OF THESE GARMENTS ARE NOW WASHED AT HOME

You can resist it — and LOSE business — or USE it to DOUBLE your volume!

The facts are simple: Wash-and-wear garments are here to stay. Why? Because they have properties of moisture-resistance, wrinkle-resistance, crease-retention and lightness of weight not found (yet!) in natural wool and silk. Because they appeal to consumers' natural desire to save money on cleaning bills. And because they're backed by the combined promotional skill and dollars (millions of them) of synthetic-fiber producers, garment manufacturers and retail clothiers—plus pages and pages of priceless publicity.

No cleaner or group of cleaners—not even the whole industry—can hope to combat such power! You can't keep people from buying more and more wash-and-wear garments. But you *can* use advertising, publicity, salespower and finishing ability to keep people from trying to wash and iron those garments at home. You *can* make them depend on you for the protection and preservation of their garments through professional clothes care.

You *can* tell people (IF your presses are properly fitted) that YOU have the necessary skill and special equipment to handle their wash-and-wear garments perfectly and SAFELY... to hold their shape and drape... to retain their smart styling... to keep them looking fresh and new.

A complete campaign has been prepared to do the job. It consists of 3-color 21x28-inch posters (reproduced above), sales tips for counter clerks and routemen, publicity, newspaper ads, direct-mail suggestions, window-display ideas and other promotional material—all effectively integrated around the theme of "Professional Clothes Care for Wash-and-Wear."

That campaign—including the free posters—is available to cleaners who are equipped to live up to the promise of fabric safety.

This, of course, means pressing with the Fabric-Safe Doubleplate and the CushnTop Buk-Pad and Cover Set.

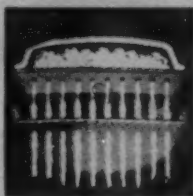
FABRIC-SAFE IS VITAL FOR WASH-&-WEAR FINISHING

Drycleaners' presses were always too hot. Their 300°-heat makes wools harsh, dry and shiny... makes silks slick and brittle. And when old-fashioned single-type pressplates are used, steam shoots through in violent superheated "jets" that leave steam spots. Ordinary plate surfaces often cause moiré streaking (watermarking).

The Fabric-Safe Doubleplate ends these problems. Its inner plate breaks up the "jets"—spreads steam evenly over the whole pressing surface. It cuts the temperature to an extra-safe 250°—fully 25° below the point where synthetics begin to glaze.

The textured surface of Fabric-Safe's outer plate prevents moiré, eliminates 90% of shine, and keeps nap lively.

So Fabric-Safe means no steam marks... no moiré... no ugly glaze... and SAFETY for the delicate synthetics.



Single-plate method

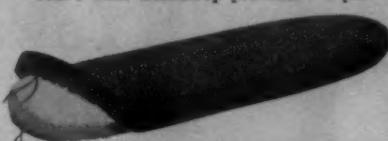


Doubleplate method

CUSHNTop ENDS GLAZED-SEAM PROBLEM ON WASH-&-WEARS

Glassy seam impressions, pocket marks and crowsfeet around buttons result from both heat and pressure. Buttons, seams, pockets and cuffs need "a place to go"—a cushion exactly where pressure is.

That's what CushnTop provides—a per-



manent resilience and flexibility at the point of pressure. Multiple thicknesses of fabric get precisely the same amount of pressure (therefore the same finishing) as single thicknesses. Result: no glazing of seams... no buckside shine or moiré... no crowsfeet or broken buttons.

CushnTop supplements the Doubleplate in preventing damage to synthetic fabrics... in increasing the cleaner's professional superiority over home-ironing methods.

66% WASH AT HOME

According to reports, at least two-thirds of all wash-and-wear garments ARE now being washed at home. If drycleaners sit back and do nothing but wish it would go away, wash-and-wear will penetrate steadily more deeply and disastrously into drycleaning volume. But aggressive plants which shout "We are Specialists in Wash-and-Wear"—and prove it by the fine quality of their work—will make wash-and-wear work FOR them to build sales.

You definitely have no quarrel with the wash-and-wear producers. They've made their garments completely drycleanable as well as washable. They've made it possible for people to own more clothes, greatly expanding your volume potential. They've created lightweight year-around fabrics which let you increase your payload per drycleaning machine as much as 50%. It's up to you to take advantage of these opportunities... to go "all out" for the lucrative business which wash-and-wear has put within your grasp.

Your jobber-salesman has full details on how you can get on the wash-and-wear bandwagon—successfully, profitably. Ask him!

Part of research and preplanning includes good lease arrangement. Plant has 10-year contract with option to renew for 15 more years. Rent is about 10 percent of the annual gross.



It Takes Market Knowledge *to be successful . . . and a few other things help*

By ART SCHUELKE

PLANTOWNERS CASTING about for more volume might take a few cues from Odell French Cleaners of Yonkers, New York. This cleaning establishment was begun Thanksgiving week, 1957, and in a little over a month had exceeded its break-even point.

As a matter of fact, the volume is already exceeding that of the first plant started some five years ago by partners Elio D'Addio and David Gurson. But this success is no accident. It all stems from market research, plus other management principles. Let's start at the beginning.

For many years prior to 1952, Elio D'Addio operated a small press shop and tailoring business in North Yonkers. The wholesale salesman who called for his work was Dave Gurson. Then, some five years ago, a new block of retail shops was being built right near Elio's place.

He decided to get into his own cleaning business in the new block to grow with this rapidly expanding community. And Dave became a partner in the venture. Here is where some of the basic reasons for their success come into play.

First of all, they turn out a quality cleaning and finishing job. All minor repairs are handled as part of the cleaning service. On top of that, either one or the other of the partners would take care of the customers personally. They were unconsciously practicing the precepts of the Dichter report published by the National Institute of Drycleaning.

Customer confidence built

Because the customers had direct contact with the owners they had a feeling of confidence, that this plant was their ally. (See NATIONAL CLEANER & DYER March 1958.) Any complaints, no matter how minor, were handled promptly, and by someone responsible, someone in a position to make a decision.

That operation did well because it was in a growing community and because the plant offered quality, service and personal service at a fair price. However, this story is about the partners' second venture, so let's get some background on that.

Some 10 years ago, well before the first plant was begun, Elio D'Addio

built a home several miles from the plant, in what then was a sparsely settled portion of Yonkers. His home was one of four on the block. Today there isn't a vacant lot available.

The area consists of four closely joined communities which now number over 3,000 families. It is strictly residential, and the residents are in the middle or upper income group—prime prospects for a quality cleaning plant.

Because of the almost complete lack of shopping facilities, the people in the area traveled many miles to do even routine daily grocery shopping. There was no drycleaning plant in the market. All this was very obvious and inviting to Elio through the years. Still he hesitated to act. First, he and partner Dave had to get their first plant rolling on a paying, profitable basis. Second, it was felt that the community needed additional "drawing cards" to produce traffic to a drycleaning plant.

Since he is a civic-minded individual, Elio was a member of a local improvement association and attended the meetings regularly. Early in 1957 this group was solicited for support by a nationwide food chain to con-

struct a shopping center, built around a supermarket.

The neighborhood organization enthusiastically endorsed the idea. And, of course, partners D'Addio and Gerson made immediate overtures for a cleaning plant in the proposed development. While they felt certain that the area needed a plant, the fact that this large firm also realized the potential, after marketing research, just made them doubly sure of success.

Their application was accepted and the plant opened the same week as the supermarket. Right from the start, the partners' judgment was vindicated. The same high quality, personal service and attention that paid off at the other plant were put into effect, which helped.

Opening well promoted

Then, too, they did an aggressive advertising job. They took a half-page announcement in the daily paper of their city. They also ran half-page ads in three neighborhood papers that are published monthly. While the large daily-paper ad was dropped, they still continue with the neighborhood publications.

They also ran a raffle. Each cleaning order entitled patrons to a free chance on a bicycle and clock radio. That promotion ran from Thanksgiving week until just before Christmas and did a lot to draw new customers.

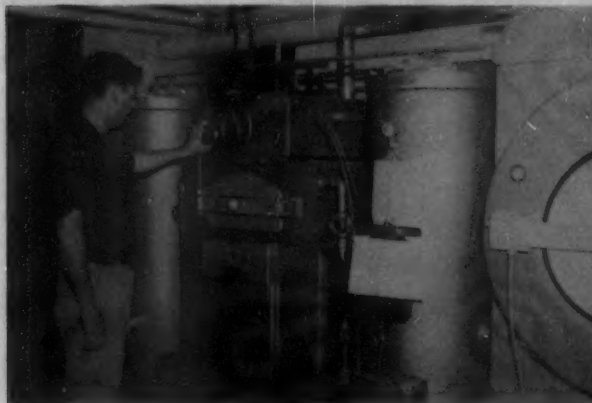
As stated previously, this was virgin territory. There isn't a cleaning plant within two miles in any direction from Odell. The nearest drive-in plant is over six miles away.

Most housewives in the community use their cars to shop. The shopping center offers parking space for over 250 cars, making it a natural. The supermarket is a wonderful draw because it fills a similar vacuum in its

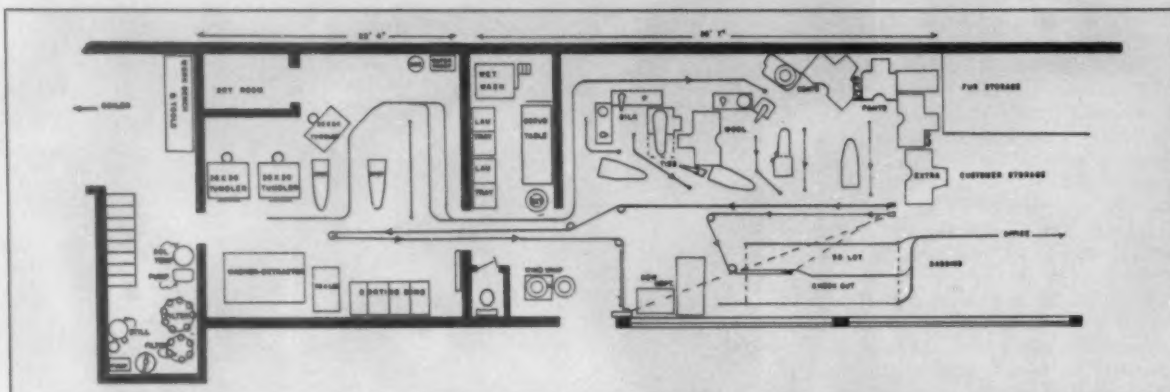
Continued on page 28



Top: Partners D'Addio (left) and Gerson happily reflect on steady growth of their latest venture. Plant passed break-even point within first three months. Bottom: Shirts helped this plant get a fast start



Left: Cleaner also handles spotting and shirt laundering. Right: Finishing equipment includes two utility presses, steam-air finisher, sleeve and offset press, plus puffers



Conveyor system, shown by arrows in floor plan of Superior Cleaners, is 160 feet long. It travels from spotting in cleaning room, runs through finishing department to repair section, and loops back to spotting for go-backs or to assembly

How To Cut Handling in Half

Remodeling reduces productive labor cost by 100 man-hours

WHEN MERLE SAUNDERS remodeled his Superior Cleaners plant at Eugene, Oregon, he reduced his productive labor cost by 100 man-hours per week, cut in-and-out time by one day, and completely licked the overtime bogie. All this was accomplished at a cost of approximately \$18,000.

Here is what was done:

1. A conventional two-wheel solvent drycleaning plant was changed to a combination washer-extractor drycleaning unit, with a humidity control. "We now run a charged system," Mr. Saunders says, "one 3,000-gallon filter on soap and a 3,200-gallon filter on rinse cycle. We now have practically no wetcleaning. We eliminated one employee here."

2. In the finishing room, both silk and wool units were converted from straight-line to unit finishing. This eliminated one full-time finisher.

3. A 160-foot conveyor system was put in, with a conveyor line starting at the spotting department in the drycleaning room, running through the finishing department to sewing and repairs. By a loop-back, the endless conveyor runs back from finishing to spotting for go-backs, and from finishing to assembly. The conveyor rope

travels in a grooved support, with cogged wheels handling all turns and loop-overs. The system was worked out by a Portland drycleaning machinery manufacturer and installed at a total cost of \$1,000.

Mr. Saunders estimates that the check-out conveyor system saves four man-hours per day, plus a lot of lift-

ing and bending and carrying back and forth.

4. The assembly system was completely changed. For a long time Mr. Saunders had been dreaming about the perfect assembly setup where the girl doing assembly could put up the

Continued on page 28



Check-out conveyor system has saved Superior four man-hours per day. Conveyor rope travels in grooved support, with cogged wheels handling all turns and loop-overs

SANITONE *Style-Set* FINISH...

Best for Her Summer Dresses

...best for your

SUMMER SALES

The entire cleaning industry now recognizes the success enjoyed by Sanitone licensees everywhere in promoting the cleaning of summer cottons. The success of this "Cotton Clinic" idea developed because of effectiveness of Sanitone procedures including Sanitone Style Set® which offers these three business building advantages.

1 Nearest to original mill finish of any similar product now on the market. That means greater customer satisfaction...a powerful aid in getting new business.

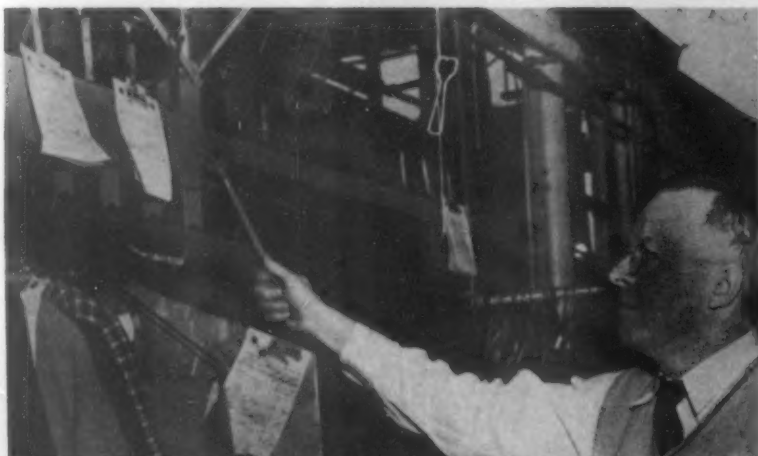
2 Easiest to use...merely add measured quantity at proper point in rinse cycle and forget it.

3 Cheaper to use than any similar product.

Join the growing family of Sanitone licensees and enjoy the benefits of better Sanitone cleaning plus Style-Set®, the Cotton Clinic Promotion, Disney Costume Bags...plus a dynamic program of advertising and promotion. But get the whole story ...Write TODAY.

SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati, Ohio



Top: Owner Merle Saunders shows how dividers can be raised to allow pushing lot down assembly rail to slickrail system for routes or store. Eliminates lifting garments after lot assembly. Bottom: Metal clips on dividers enable assembly girl to put up lot tickets with one hand

Continued from page 26
tickets with one hand, where lifting of garments was eliminated after the lot was assembled, and where two lots could be assembled at a time.

"We finally worked out a plan that includes all of these," Mr. Saunders says. "We use 40 invoices or orders per lot, with a double rail assembly, one lot to each side. On both sides there are 40 dividers on the rail. These are of strap iron, cut out and shaped at the bottom so they fit tightly to the rail. All of the dividers are welded to a metal arm. When raised with a crank, operating an off-set gear, this allows the hanging garments to be pushed on down the assembly rail onto the main slickrail system for the route rails or the store."

To lick the two-hand operation when putting up tickets, Mr. Saunders

purchased large metal paper clips from an office supply firm. These were bent slightly on one side, with the other side bolted to the angle iron holding the dividers.

The assembly girl can hold her batch of tickets in one hand and with the other hand slip the proper ticket into the clip. The clips are of polished metal and the tickets slip in easily.

All garments are inspected at each finisher's station. With the revamped assembly department, Superior has saved four man-hours per day.

"Today," Mr. Saunders says, "we do in 40 hours what we formerly did in 44 hours, and we do it with 2½ fewer people. Not only this, but we are doing a better job and what we do makes sense. It gives management time to manage instead of putting in full time expediting." # #

MARKET KNOWLEDGE

Continued from page 25

field. It is the largest installation of this particular chain in the entire county.

Another thing that stimulated Odell volume from the start was shirt laundering on the premises, something the partners' first plant still doesn't have. They are processing approximately 1,000 shirts a week on a steam-operated one-girl shirt unit. The 25-pound shirt washer is operated by an employee who also handles the 40-pound synthetic cleaning machine and does the spotting.

Again in line with the finding of the Dichter survey, this package plant lets the customer in on the activity, by having the work area completely exposed to view. The shirt unit is in the front window, adjacent to the call counter. More activity is created by the use of a conveyor for storing garments.

Conveyor saves space, money

While this is important, there is a dollars-and-cents benefit from the conveyor, too. The plant is but 20 feet wide, although it runs 75 feet in depth. The rental of the plant amounts to about \$300 per front foot per year, or around 10 percent of gross volume. The conveyor gives the plant two extra valuable feet of working space on this front footage. That means a saving of \$600 a year for productive space that would otherwise be wasted. The device is approximately 38 feet long and stores about 1,000 garments.

It isn't every time that a cleaner can do his market research by living in a community, as happened here. But even in the case of Odell French Cleaners, the owners backed up their judgment with that of the supermarket people. And the latter firms, who operate nationally, spend thousands of dollars on such research before they make a move to open a new store. These are pretty good coattails on which to hang when starting a new plant.

The other guarantees for success are quality, service and advertising. The formula certainly has worked for these two partners. # #

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BIG SERIES STARTING IN JULY**

see page 66

Introducing —two new low-odor solvents
with fast evaporation rates



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SPOTTING MADE EASY . .

PART 5

Fibers-Dyes-Pigments-Sizing

By CORT ANTONSON

ANY SPOTTING PROCEDURE is limited both by the nature of the fabric and by the fastness of the dyestuff, pigment or sizing present. No matter how capable the spotter, what he can do depends to a large extent upon the garment itself. It is, therefore, necessary to study the factors that will affect success in stain removal.

Fibers and Dyestuff

Wool: The novice spotter is usually given the job of spotting wools. In this capacity he is sometimes referred to as a "rough spotter"—and probably with good reason. But there is sound logic in placing the beginner on this job, because wool garments, by comparison, are the easiest to spot. This is due primarily to two reasons—the fastness of the dyestuff and the nature of wool itself.

Wool is a soft, spongy fiber that has a certain resistance to the penetration of liquid solutions. As a result a very high percentage of the stains on wool are not absorbed but are "built up"—in other words, they are chiefly on the surface of the fabric. This means that the stain can easily be broken up with the spotting brush or bone spatula and flushed from the fabric. Stains of this kind can usually be removed through the use of water and one of the synthetic detergents or neutral lubricants.

Of course, this does not mean that some stains are not absorbed and that difficult stains are never found on wool. But since many stains are not absorbed into wool, this certainly does make the spotter's job easier.

The dyestuffs most commonly used on wool and silk are acid dyes. The primary consideration from a chemical standpoint is that these acid dyes bleed to alkalies (ammonia, soap, trisodium phosphate, etc.). It therefore can be seen that so long as we stay on the acid side with our spotting procedure there is not much likelihood of bleeding wool dyes.

However, it may be necessary to use an alkali such as ammonia to do

a job. Fortunately, on wool quite a good deal of bleeding of these acid dyes can occur without showing up as a light area. But if we do have to use ammonia on wool it is advisable not to apply the heat from the steam gun. If a water gun is available at the spotting board use it to do any flushing necessary; the fact that it is cold will minimize the bleeding caused by the ammonia.

It may not be necessary to neutralize this alkaline area if it is flushed well. But if you wish to do so, the application of 28 percent acetic acid will set the dyestuff again.

Spotting wool on the dry side is also relatively easy. The fabric will withstand considerable mechanical action and such spots as paint can be worked to advantage with the bone spatula.

Cotton: Both the fabric itself and the dyestuffs used on cotton probably give the spotter his greatest concern. While some dyes are fast, a great percentage of cotton fabrics bleed with many of our spotting agents. Direct dyes are most generally used, so called because the dyestuff is applied directly to the fabric. They are applied only to one side of the fabric and do not show up very clearly on the reverse side.

Besides not being very fast, the dyestuffs commonly used on cotton are very susceptible to what is known as "crocking off." This is primarily because the dyestuff lies on the surface of the fabric. Any mechanical action used in spotting or any friction or abrasion encountered during wear will cause a rubbing off or crocking off of this surface dyestuff. This makes it almost impossible to use a bone spatula on such cotton fabrics because most likely a loss of color will occur from crocking off the dye.

Another serious problem is that any loss of color from cotton shows up to a much greater extent when the fabric is dry. Therefore, if we work on a stain until we begin to see some loss of color, this same loss of color will be much more pronounced when the area is dry. As a result, generally speaking it is not advisable for the spotter to go all out in stain removal on cotton fabrics. Furthermore, a high percentage of stains on cotton will be absorbed—just the reverse of wool.

Very often it is far better not to attempt a spotting procedure at all on cotton fabrics because the stain itself will not be as noticeable as it will be if the spotter circles it with an area where the color is gone. For this reason ink stains on cotton corduroy are most difficult to spot and many spotters have learned that it is wise to forget about being a hero in this case.

Rayon: This fabric is somewhat similar to cotton since they are both cellulose fibers. The dyes are also similar.

The spotter's problems with rayon stem chiefly from two facts: First, rayon is very weak when it is wet, and second, because it is a very soft fiber, fabrics made from rayon are very often heavily sized.

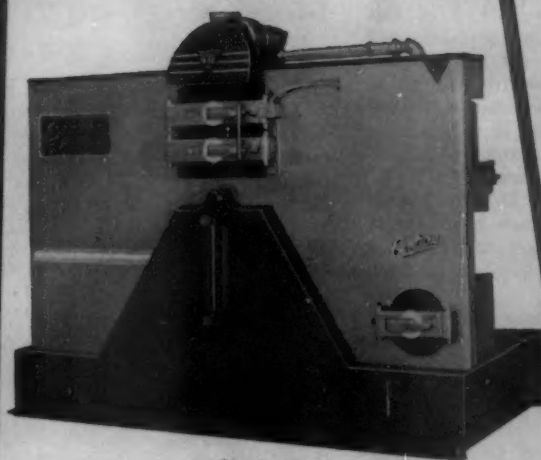
Considering the first problem, it can be seen that when spotting on the wet side care must be exercised in the



The wise spotter first determines nature of stain, then the fabric. Different materials react with opposite effects to acids and alkalies, as explained in article

a pair of Aces that give you...

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Model 42

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Model 118

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Characteristics of Fibers and Dyes

WOOL—

Most stains built up on surface
Dyes do not bleed to acid
Dyes bleed to alkalis
Withstands mechanical action

COTTON—

Most stains absorbed
Most dyes not fast
Dyes crock off
Loss of color more conspicuous
when dry

RAYON—

Fiber very weak when wet
Fabrics usually heavily sized;
water-soluble sizing
Loss of sizing = loss of body, some
color
Difficulty of feathering out

ACETATE—

Alcohol bleeds acetate dyes
Acids bleed acetate dyes
Alkalis do not bleed dye
Acetone dissolves fiber
Susceptible to mechanical damage
when wet

PIGMENT PRINTS—

Dissolve in dry solvents
Damaged by mechanical action

use of the bone spatula or tamping with the spotting brush.

The sizings commonly used on rayon present one of the worst problems to the spotter, because many of these sizings are water-soluble. This means that when we spot the garment on the wet side an actual loss of sizing takes place. This, in turn, results in a loss of body in the fabric. It can also mean some loss of color that has been contained in the sizing.

If the sizing is not actually soluble to the point of being lost, there is still the difficult problem of "feathering out" on sized fabrics. A ring is formed because we cannot arrive at a gradual line of demarcation between wet and dry. This problem can be overcome to some extent by using the ability of charged solvent to do the feathering. As soon as the garment is spotted it is rerun through the charged solvent which absorbs the moisture present evenly, minimizing the chances of a ring forming.

Acetate: This fiber is a definite improvement over rayons in that it is quite strong even when wet and does

not particularly require sizings to give the fabric a good body. In fact, acetate fiber makes excellent taffetas because of this property, yet sizings have even been incorporated in such fabrics, commonly referred to as loom-finished taffetas.

Acetate fabrics tend to develop "breaks" if they are contracted when damp or wet. When spotting these fabrics it is well to keep in mind that, to minimize this breakage, we should not rub or brush over folds or wrinkles if at all possible to avoid it. Unlike ordinary wrinkles, these breaks cannot be completely eliminated in finishing.

When acetate first came on the market spotters throughout the country were literally tearing their hair because the tried and true formulas they had guarded so zealously were actually damaging this new fiber. But today the spotting agents commonly used (discussed in Part 3 of this series) are all safe to the fabric and such damage does not often occur. However, it might bear repeating that acetic acid cannot be used in concentrations greater than 28 percent on acetate fiber and acetone will completely dissolve this fiber.

Acetate can easily be detected by the burning test. When it is burned with a match it fuses and forms a gummy ash that becomes hard on cooling.

Once a spotter learns what he cannot do he finds that acetate is still a good fabric to spot. But acetate does cause us some concern from the standpoint of the dyestuffs used.

Acetate dyes bleed very fast and very profusely in alcohol. This property of acetate dyes has just about eliminated alcohol from general use on the board. But alcohols are commonly used in many wet-and-dry-type paint removers and prespotters. We therefore must use them with some caution—particularly on the wet side. And if a steam gun is used in conjunction with these prespotters or paint removers on the wet side you can pretty well count on a loss of color. It is far safer to use such paint removers and prespotters on the dry side even though it does require recleaning the garment.

Acids also tend to bleed acetate dyes. Of the acid group of spotting agents General Formula probably gives us the greatest concern, as we pointed out in Part 3.

Because acetate fabrics such as the taffetas are rather hard, it is very easy to crock color from them when a bone spatula is used. If it is necessary to use the bone spatula, do it gently, working with the rounded edge.

Acetate dyestuff does have some qualities which can be an asset to the spotter. In the first place, the dye does not bleed on the alkaline side. This means that we can use one of our best spotting agents (ammonia) to good advantage. Also, this dyestuff is quite resistant to oxidizing bleaches, even to weak solutions of sodium hypochlorite.

From the standpoint of consumer relations we have such problems as fume fading or acid fading. This has obliged many a plantowner to pay for garments affected in this manner even though the cleaning process was not at fault.

Acetate dyes are often used on other synthetic fibers, such as nylon, Orlon, etc. What has been said for acetate pretty much holds true on the other synthetic fibers except for some variations in physical properties of the fibers themselves.

Pigment prints

Today the use of pigments seems to be even more popular, with gold pigment probably leading the field. Recently I visited a textile mill that was having a terrific problem with making gold pigment reasonably fast to dry solvents. In spite of various curing efforts, the pigment print the mill was producing was still very fugitive to ordinary drycleaning procedures.

We as spotters must certainly learn to detect fabrics containing pigment prints. This usually is not difficult because when the fabric is saturated, either with wet- or dry-side solvents, these pigments, like paint, tend to stand out against the fabric. Even if you should make the mistake of starting to spot on a pigment print with a dry-side spotting agent, there is no need to get too concerned. But rinse the spotting agent from the fabric in the drycleaning washer as soon as possible.

These pigments are fast on the wet side so garments printed in this manner can be spotted with many of the wet-side spotting agents or even wet-cleaned, when necessary, without severe loss of the pigment.

Since these pigments are actually lying on the surface of the fabric it is well to keep any mechanical action down to a minimum, even if it is being spotted on the wet side. Eventually friction and abrasion from wear will cause a definite loss of pigment from the fabric—more particularly under arms, in the seat area, etc.


Our next article will begin discussing actual spotting procedures as they apply to stains falling into a group as well as specific stains not in any general category. # #

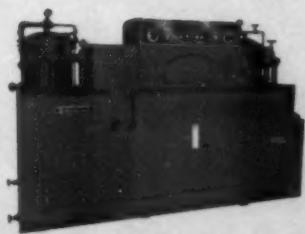
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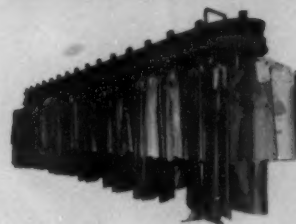
Read pages two and three for more Detrex facts. Check the story of one cleaner's experience on page four. Then send in the coupon and get the complete story on how Detrex can make more money for you. 



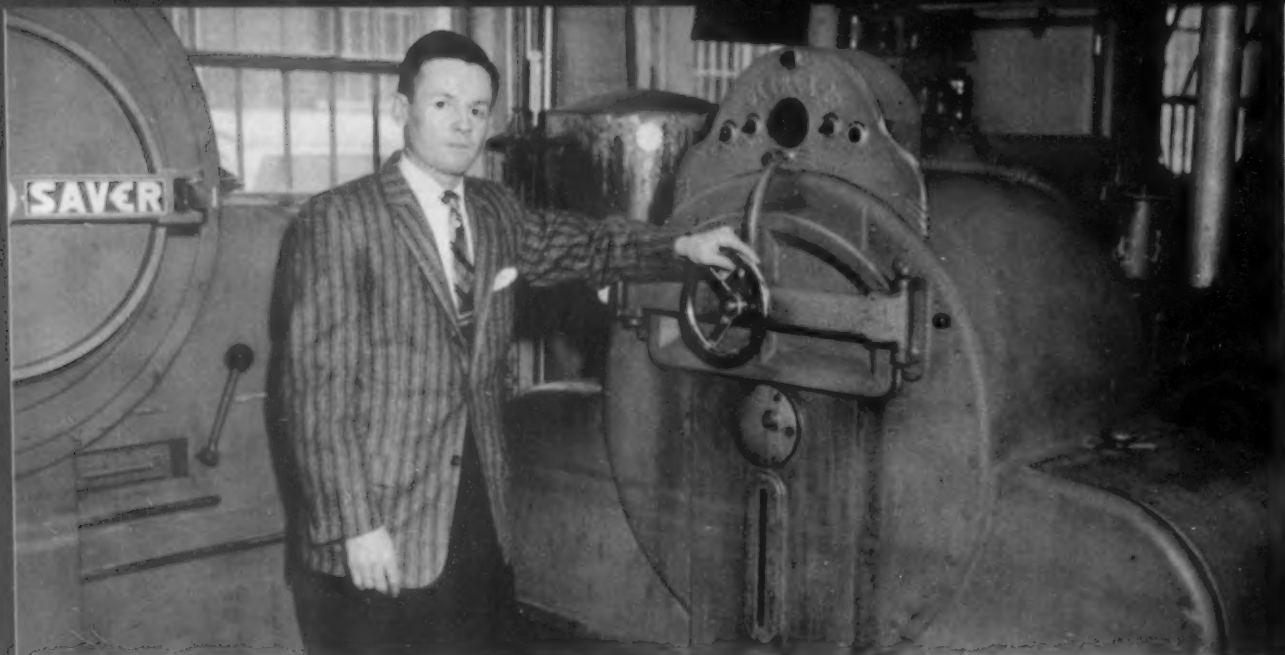
THE DETREX DIPLOMAT — a true 50-pound machine that will handle up to 200 pounds per hour. Operates at peak capacity without vibration. Available in single- or two-bath models. One of the complete line of Detrex cleaning machines for every drycleaning need.



THE DETREX SYNTH-O-SAVER — for the ultimate in automatic solvent recovery and low cost operation. Reclaims in 12 minutes up to 98% of solvent left in garments. Operates without attention or supervision and is equipped with Automatic Steam Injection. Model 340A with 50-pound capacity shown. Model 325A with 35-pound capacity also available.



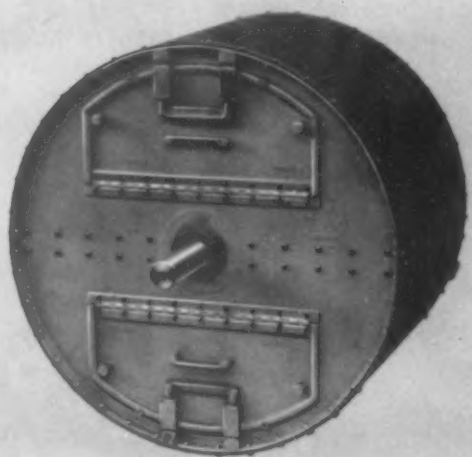
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is designed for heavy-duty service and trouble-free operation. Detrex owners don't throw away profits on excessive repairs and maintenance. Buy Detrex and you will appreciate this same kind of profit-building reliability.



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Increasing your business and improving your operation will bring you more profits. But you can send that extra money right out the door if your equipment will not stand up under continuous use.

That is why Detrex equipment is engineered for heavy-duty operation . . . designed to make profit for you and to let you keep that profit. The 1948 Detrex Regent shown on the opposite page is a good example of the Detrex engineering philosophy in operation. This machine has been in constant daily use and is still in perfect running condition. Maintenance has been routine. No major breakdowns have occurred and no major parts have been replaced.

The heavy aluminum cleaning drum is only one example of the construction features that Detrex incor-

porates in every piece of equipment to assure you that excessive maintenance will not throw away your hard-earned profits.

Detrex machines are designed to make more profit for you by providing better service to your customers at lower cost. And they are designed to help you keep that profit by cutting your maintenance costs to the bone. How do we know that Detrex equipment will do everything that we say it will? We have asked each Detrex owner how he likes his Detrex equipment. Every report indicates more profit since owning Detrex equipment. Because Detrex increases the drycleaner's business and always increases his profits, more Detrex drycleaning machines are sold each year than any other brand.

WE CAN SHOW YOU HOW TO INCREASE YOUR PROFIT!

For complete information on how and why Detrex equipment will increase your profits, just fill in and mail the postage-paid reply card. Indicate your product interest by checking the appropriate square on the card. No obligation, of course.

• CLIP OUT AND MAIL FOR MORE INFORMATION •

DETREX CHEMICAL INDUSTRIES, INC.
DEPT. F-80
Box 501, Detroit 32, Michigan

Please send me the following literature:

- | | |
|---|--|
| <input type="checkbox"/> Drycleaning Catalog | <input type="checkbox"/> Press Literature |
| <input type="checkbox"/> Shirt-finishing Literature | <input type="checkbox"/> Conveyor Literature |
| <input type="checkbox"/> Literature on NEW Swirl-Spray Monarch Model 527R | |
| <input type="checkbox"/> Send me information on the lease plan. | |

NAME

COMPANY

ADDRESS

CITY ZONE STATE

FITZGERALD'S CLEANERS BRINGS COSTS DOWN, IMPROVES QUALITY BY INSTALLING DETREX

Thomas Moriarty, partner in Fitzgerald's Cleaners of Springfield, Massachusetts, switches to the Detrex Diplomat and reports costs down, quality improved, profits going up.

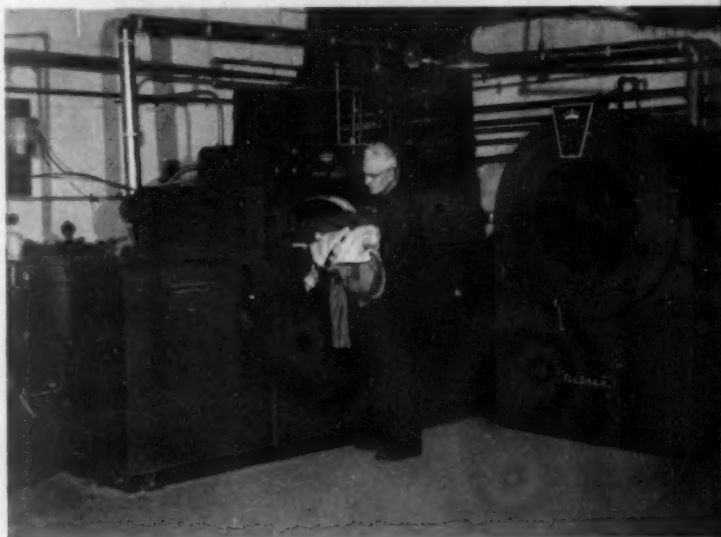
Costs were rising out of sight and profits were disappearing rapidly with the equipment that Fitzgerald's Cleaners were using. So, Tom Moriarty and his partner, Armand Normandin, decided that it was time to go to the Detrex Process with modern, efficient, profitable equipment. They, like thousands of other smart cleaning plant operators, chose Detrex and that wise choice is paying off.

Cleaning quality is better and customers remark on the difference. Service is faster. Wet cleaning is down from 50 pairs of trousers daily to 5 pairs weekly. Spotting has been more than cut in half and what little remains requires only a flick of the steam gun. Tom's son, Dick, who operates the machine, says, "I was unable to keep myself clean and tidy while operating the old equipment, but with Detrex I am able to look as clean as—well, as clean as a drycleaner all day long."

Tom Moriarty and Armand Normandin really know the cleaning business. They banded together in Springfield in 1914 and opened their own plant, Fitzgerald's Cleaners. Tom and Armand have seen a lot of cleaning equipment come and go and you can bet when they say Detrex is the best profit-maker they could buy, they know what they are talking about.

The story of Fitzgerald's Cleaners is not a new one. It has been repeated time and time again. Smart cleaning plant operators have found the Detrex machine brings

in more business with better quality cleaning. It makes more profit for the owner by eliminating almost all wet cleaning, spotting and reruns and by lowering operating costs. Find out for yourself how a Detrex machine will make more profit for you. Ask any Detrex owner and he will give you the story.



Tom Moriarty, partner in Fitzgerald's Cleaners, Springfield, Mass., loads his new Detrex Diplomat. Also shown is his new Model 340 Synth-O-Saver.

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Basketball team arrived at Marvel Cleaners en masse for outfitting before departing for Russia

Our Athletes Place First in Neatness

International competitors well groomed, thanks to one cleaner

By ARTHUR SCHUELKE

ONE OF THE MANY fine attributes of our industry is the willingness of cleaners to perform acts of public service. For the dozens that are reported, hundreds take place unnoticed, like the case of Marvel Cleaners in New York City. We were tipped off by a mutual friend that owner Irving Kleinfeld was making such a contribution, or the story might never have come to light.

For several months this plant, located in the heart of the garment district, has been working gratis with the Amateur Athletic Union. Marvel provides free storage, cleaning and pressing and alterations for the suits worn by male members of our athletic teams that tour the world.

The AAU sponsors some 14 major sports and is constantly sending participants to other countries in cooperation with the State Department to generate goodwill abroad. For example, at the time of this writing a men's and a girls' basketball team were on their way to Russia to play in tournaments in Moscow and other cities.

So that the athletes can be properly outfitted, the AAU has 75 sets of outer garments for men which are stockpiled at Marvel Cleaners. The "uniforms" consist of a navy blue sack coat, tie, and two pairs of trousers—one gray and one navy blue.

As soon as the outfits are returned to the plant, they are cleaned, pressed, and stored according to size. Several days before the next team departs, the AAU advises Irving Kleinfeld of the quantity and sizes needed. The garments are pulled out of stock and held in readiness.

The team members then come to the plant for fittings, such as trouser and sleeve length. Mr. Kleinfeld pays his tailor the regular piecework rate but does not charge the AAU anything. Under the original arrangement he was to get \$1 for trousers alterations although his regular price to cus-

tomers is \$1.25. He was to collect the dollar from the individual athlete. But the second one into the plant said, "He wasn't paying for nothin'."

Right then and there, Irving decided to forget all charges. He said that his actual costs shouldn't run much over \$100 a year, and he is glad to make that his contribution as a gesture of patriotism. (He overlooked the fact that he is already giving away the cleaning and storage space, which takes up some 20 feet of racks.)

The alteration problems in outfitting
Continued on page 85

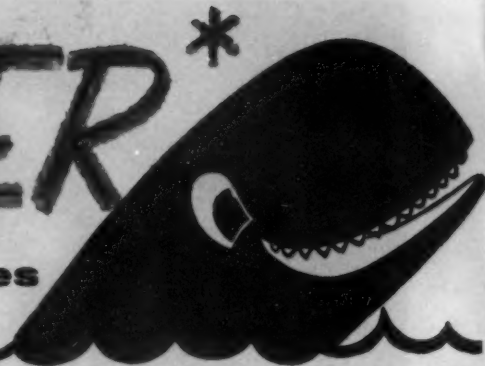


Irving Kleinfeld (right) works closely with AAU officials. Left to right: Russ Lyons, team manager; Warren Womble, coach; Dan Ferris, secretary of International Athletic Federation; Max J. Lovell, director and counsel of National Association of Shirt, Pajama and Sportwear Manufacturers; Fred Ashley of Pan American World Airways, which flew team to England

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SOLUBILIZES IT INSTANTLY

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PACEMAKER HAS A POWERFUL
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- No Soil Redeposition
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Amazingly Clean

ONLY
1 1/4 %

AND, CHECK THESE OTHER IMPORTANT
PACEMAKER BENEFITS

- Solvent Stays Clear
- No Linting or Static Build-up
- Light, Bright in Color
- Only a 1 1/4% to 1 1/2% Charge needed
- No Rinse Necessary
- Easy Clarification

Get All the Facts On PACEMAKER From Your Caled Jobber Today. He'll show you how Pacemaker saves you money, increases production and cuts down on labor.

Here's the story behind **PACEMAKER'S** amazing performance and what it means to You!

PACEMAKER'S LIGHT COLOR—

One of the outstanding features of Pacemaker is the fact that it is light in color. This enables you to check the build-up of dyes as they accumulate in the system. Many cleaners realize that dark, mahogany sulphonates are quite difficult to control from this standpoint. Because Pacemaker's light color lets you keep constant check on dye build-up, it helps eliminate graying of whites or darkening of colors.

NO LINT OR STATIC BUILD-UP—

Another big problem with many soaps is that they do not have the ability to dissipate static. As a result, lint is attracted to dark colored garments, causing production delays. Pacemaker completely eliminates this problem—automatically. Thus, there's no need for expensive, inefficient anti-static gadgets or agents, or the time-consuming practice of injecting live steam into the tumbler.

A 1¼% CHARGE WILL DO THE WORK OF 4% CHARGES—

Probably you are wondering why Calad recommends using Pacemaker at 1¼% when many other products are suggested at 4%. It has been known for a fact since the starting of the charge system that the day would come when manufacturers of detergents such as Calad learned more about the action of detergents in organic solvent, drycleaners would be able to do a really efficient cleaning job using lesser

concentrations than 4%. We can say with all sincerity that Pacemaker, as the latest development in drycleaning detergents, gives you all the advantages—and more—of 4% charges. This is because many of the dark, mahogany sulphonates may have the power to lubricate, but the basic detergency was lacking. Pacemaker now combines powerful detergency action with an amazing water-carrying ability.

NO FILTER PRESSURE—More drycleaners have developed ulcers over filter pressure than any other single problem in the plant. We have been able to prove conclusively that Pacemaker definitely eliminates filter pressure. Here's why. Many soaps and detergents on the market today will carry water but they do not solubilize water. Pacemaker has the ability to solubilize water immediately and hold it in bondage. In many cases where a plant had filter pressure continuously during the day, Pacemaker completely eliminated this problem or reduced it so drastically, it is no longer a real problem.

There's more—much more—to the PACEMAKER story. For instance, how Pacemaker is used in a single or two bath system to save you operating costs and how Pacemaker lets you broaden your drycleaning service to customers . . . how Pacemaker produces efficient stain removal . . . and how Pacemaker eliminates the problem of disturbed sizing. Your Calad man will be glad to give all the facts on Calad Pacemaker at your convenience.

FREE DEMONSTRATION

You can see for yourself, that every claim we make about Pacemaker is true by also asking your Calad Jobber for a fast, eye-opening test of Pacemaker's water-carrying abilities. Call or write now.



CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

SIGNS of the TIMES

New Tips on Management: Ways in which businessmen can protect themselves against dishonesty are outlined in a new pamphlet issued by the Small Business Administration. Prevention, reduction in the chances for success and reduction in the amount of loss are the three general areas where businessmen can cut down on losses from dishonesty. To prevent employee dishonesty the leaflet suggests independent audits of books and records by a reputable accounting firm at least once a year, and preferably more often. Many other suggestions are offered in the leaflet.

"Protecting Your Business Against Dishonesty" is No. 90 in the series of Management Aids.

Experts agree that a clearly defined organizational setup is needed in every business of more than one man, says the April 1958 Management Aids bulletin. Poor organization is all too common today in scores of businesses ranging from 5 to 500 employees, continues the bulletin. According to the bulletin such policies as standard procedures, clear policy, definition of duties and responsibilities and charting your organization are necessary for efficient operation.

The bulletin, No. 93, is available without charge from the Small Business Administration, Washington 25, D. C., or any of its field offices.

##

Public Service: Julius L. Kuffler of I. Wohl, Inc., Long Island City, N. Y. was presented with the Ben Gurion Chairman's Award for his work in the 1957 United Jewish Appeal Campaign by his industry associates at a recent organizational meeting. Mr. Kuffler has headed every drive in the cleaning industry for the UJA since the inception of the Appeal 20 years ago. Morris Ifcher, Leading Cleaners & Dyers, Inc., New York, was guest of honor at the annual UJA cleaning industry dinner.

Members of the Dry Cleaners Guild of Columbus, Ohio, have conducted a month-long campaign to collect little-used articles for the Children's Hospital Thrift Shop. The drycleaning operators cleaned and pressed the donated merchandise free of charge. It will be sold for the benefit of the Children's Hospital.

Stanley Cleaners, Toronto, Ont., Can., has cleaned and pressed another

consignment of clothing for the Immigration Clothing Depot. This is the second large load of clothing that has been done without charge.

Members of the Harris County Cleaners and Launderers Association of Houston, Tex., have a fleet of 75 trucks picking up clothing for needy children contributed to Houston schools. The members clean and store the clothes until issued by the Volunteers of America, who sponsor the drive.

Leon Miller of Rand Stores, Inc., was appointed chairman of the Cleaners and Dyers Division of the 1958 Brooklyn Red Cross Fund Drive, it was announced by George R. Raab, chairman of Commerce and Industry Committee.

Gary's Dry Cleaners of Burbank, Calif., offered to dryclean free the uniform of any active Boy Scout in honor of the Boy Scouts forty-eighth birthday during the month of February.

##

National Honors for Drycleaner: The United States Treasury Department recently awarded Irvin N. Hackerman a citation for the development and promotion of his U. S. Savings Stamp Plan. The presentation was made to Mr. Hackerman and his father, David Hackerman, by Ormond R. Galvin, Maryland Director of the U. S. Savings Bond Division, at the Maryland Drycleaners Guild's annual banquet.

Mr. Hackerman's plan offers U. S. Savings Stamps to customers for their patronage instead of the usual type of trading stamps. When customers collect enough stamps they can redeem them for series E bonds.

Soon after NATIONAL CLEANER & DYER published a feature article on this novel stamp plan (April 1957) Mr. Hackerman was swamped with requests for additional information. To answer all the inquiries he engaged a local public relations firm to prepare a kit with the necessary data to start a similar venture. The kit contains a sample letter explaining the plan to customers, a press release for newspapers and radio stations, sample layouts for store posters and newspaper advertisements, a sample of the approved redemption card and other aids.

Kits can be obtained by sending a

check for \$2, the actual cost, to Mallonee Associates, 2121 N. Charles St., Baltimore 18, Md.

##

Synthetics Experiment: For the first time, to our knowledge, it has been proven publicly that synthetic fabrics are not moth-resistant under all conditions. Perpetrator of the experiment was Miss Nancy Starke, a 14-year-old high school student at the Academy of the Sacred Heart, New York City, who undertook this problem as her science class term project. Miss Starke's findings were represented among other student science project displays at a recent Teachers' Institute convention in New York.

According to Miss Starke, the experiment was conducted to determine if woolen fabrics properly treated with a mothproofing compound will resist insect damage and also to prove if synthetic fabrics which are advertised as mothproof are actually so under all conditions—whether clean, soiled or stained.

By using a grub cage and placing live carpet beetles atop swatches of rayon, cotton and wool—with samples of each type in the original, cleaned and stained stages—she came up with the following findings:

1. Fabrics treated with a mothproofing compound definitely resist insect damage.

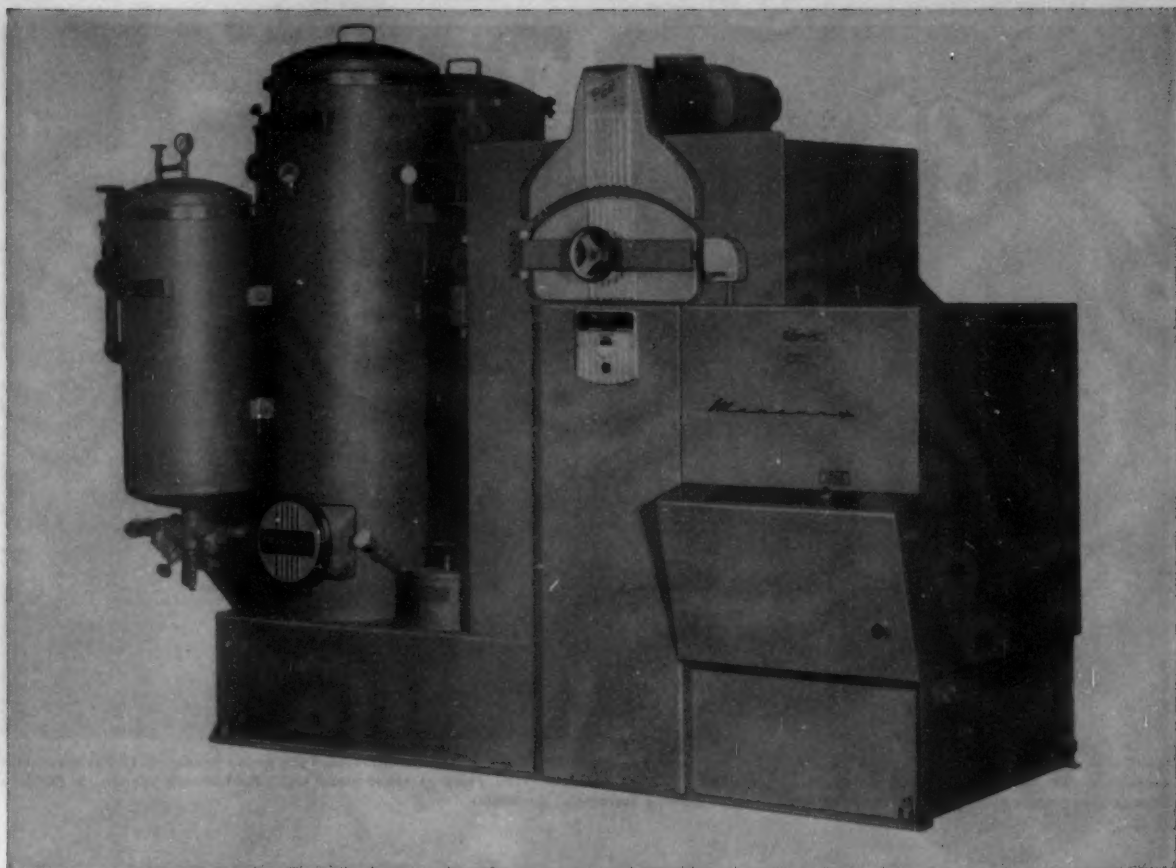
2. Synthetic fibers will resist damage when clean or not combined with wool.

3. Synthetic fabrics are damaged by carpet beetles when stained.

##

Fur Fiber Blend: A new coating blend of 30 percent Dynel and 70 percent fur fiber is being presented by Paraco Woolen, Passaic, N. J. Under the name of "Furnel," the fleece-type fabric is about the same weight as vicuna and can be drycleaned and pressed by regular processes with no special handling, says its manufacturer. It is also mothproofed.

The "fur" fibers are first blended with the Dynel fiber itself. Then the mixture is spun and woven into a fleece with a vicuna-like hand. According to its manufacturer, Dynel also contributes a glossy surface, excellent drapability and lightweight warmth.



Per 50 designed to provide the finest cleaning with maximum solvent mileage, lowest operating and maintenance costs.

mercury numatic

Progressive cleaners are modernizing the Mercury Lease Plan way. Frees working capital . . . improves tax picture . . . avoids chattel mortgages.

Per 50 pictured above is fully automatic, with dry load capacity of 45-50 lbs. per load . . . \$2000 to \$2500 weekly volume.

New Clover-Leaf Muck Stripper attached to 2000 GPH Monel Tubular Filter keeps filter clean for faster solvent circulation. Over 10,000 lbs. mileage per drum of Perc.

New Automatic Still provides greater capacity with no "foam-over," no "surge."

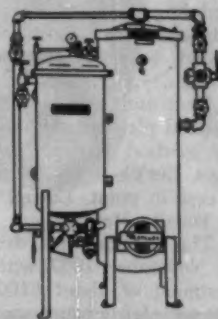
New Twin-Disc Fluid Drive controls acceleration for smoother operation. Reduces vibration and maintenance.

New Heavy Duty Transmission with double belt drive.

Mercury-Hoyt Solvo-Miser supplied; optional.

Petroleum units also available . . . 140F or Stoddard solvent.

Clover-Leaf Muck Stripper and Monel Tubular Filter available as unit for use with any Perc unit. Saves soap . . . saves solvent.



4600 Successful Mercury Owners in 48 States

MERCURY CLEANING SYSTEMS, INC.
(Washer-Extractor units priced from \$3595.)

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Left: Newly hired silk finisher at Lowell Dry Cleaners received benefit of three days intensive instruction from Helen Deranian (left), free-lance consultant. Miss Deranian is shown here teaching novice how to block skirt with puffing pad on offset press. Right: Numbering system for hanging storage was improved by Miss Deranian to save time in locating customers' garments

Why Proper Training Is Important

*Employment of professional instructor
pays off in top quality finishing*

By GERALD WHITMAN

TRAINING NEW EMPLOYEES can be accomplished by either of two basic methods. You can (1) turn over the fledgling to one or more experienced employees, or (2) bring in an outside expert to train the beginner from scratch.

More and more progressive, quality-minded plantowners are using the latter method, and for very good reasons. Let's see why by examining, as a case in point, Lowell Dry Cleaners in Tenafly, New Jersey.

This spanking new drive-in, opened in November 1957 with a plant investment of about \$100,000, started out with fairly experienced help needing only minor brush-ups to turn out top quality. Some months later a to-

tally inexperienced girl was hired to handle silk finishing.

Management had the option, according to Al Geller, plant manager, of assigning the girl to the two experienced silk finishers. However, not only were the other finishers too busy to devote sufficient time to showing the new girl "the ropes," but they might very well have instilled in the newcomer all of their own poor habits.

Starting right is vital

Initial training is the most critical time for a new employee, for original openmindedness and pliability can soon be molded into hard-to-break habits, for better or worse. In addition,

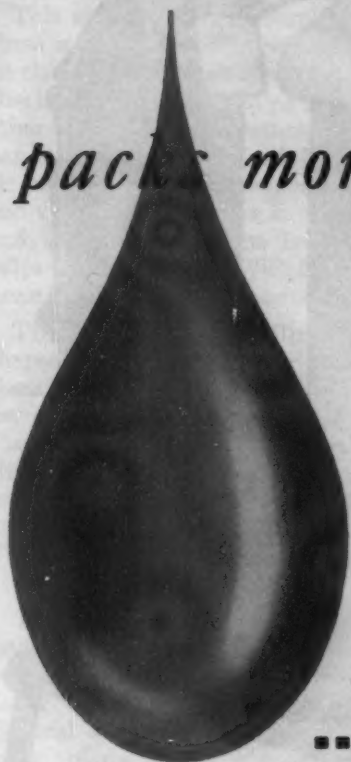
teaching is an art in itself, and few people—no matter how well they may know their jobs—have the ability to convey their knowledge to others rapidly and concisely.

The owner, therefore, adopted the wiser course of calling in a free-lance management consultant and instructress who specializes in training and retraining employees on wool and silk finishing, spotting, marking, assembly and inspection. After first arranging for the new girl to play around with the equipment for a week (puff irons with steam, vacuum and fabric heads and an offset press) to become accustomed to steam, etc., the instructress arrived and went first to the inspection

Continued on page 46

One drop of **TarGo**[®]

packs more punch *than two drops*



of ordinary spotter



...because TarGo
is charged with extra
stain-dissolving power

TarGo takes out more stains, and takes them out faster, because it's built with more active ingredients. Buy a bottle of this modern charged spotter and compare its light, dry consistency with the heavy, oily feel of ordinary spotters. Then compare it for performance, and see how TarGo speeds up your spotting operation.

More active ingredients also give TarGo that penetrating action needed to knock out deeply embedded stains such as permanent non-smear lipstick, even after tumbling. Try TarGo on a lipstick load—you'll find that a quart of TarGo does a better job in the wheel than a gallon of any other product . . . in only 15 minutes too. Your jobber carries TarGo in stock—order it from him today.



A. L. WILSON CHEMICAL CO., Kearny, N. J.

"Stain Removers *are our only business"*

Sales and quality go up
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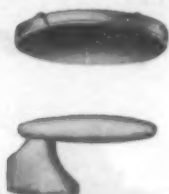
when you put in this

NEW HOFFMAN TEAM

THE COLLARMASTER

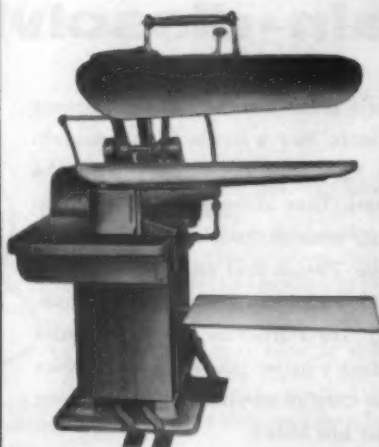


Take Advantage of the Efficiency of a Complete "Hoffman Department"



MUSHROOM PRESSING MACHINE

For trouser tops, coat backs, collars, form-fitting woolen dresses, blouses, jackets.



OFFSET PRESS AND IRONING BOARD

Three machines in one: offset skirt press, an ironing board, a steaming board.



TROUSER LEG PRESSING MACHINE

Instant steam from head and buck. Foot pedal or "aerodraulic" operation. Available with polished head.

YOU'LL get faster, better, safer work with the Hoffman All-Pneumatic Press and the Hoffman Collarmaster.

This new Hoffman General Utility Press is the fastest air-operated press on the market . . . and the safest, too! One hand trips the actuating lever, the other the full-pressure button, keeping hands clear of moving head. Cyclamatic controls provide automatic steam and vacuum. Extra space in work area and behind buck means fewer lays, helps work flow faster. With its special press plate, it's safe to use on *any* fabric.

The new Hoffman Collarmaster shapes collars as the tailor designed them. It's so simple to operate a beginner can get a perfect job every time. Place the garment, touch the pedal, and the Collarmaster takes over. Head comes down, steam and vacuum are applied . . . and timed . . . automatically. The head is released and the job is done . . . all in a single step.

The Collarmaster eliminates the multiple lays on a utility press, turns out perfectly finished jobs many times faster. Teamed with the HOFFMAN General Utility Press, it will boost your volume, improve your quality, lower your costs.

For high efficiency all along the line, your best bet is a complete Hoffman Press Department, combined with the famous Hoffman H-Jet Dry Cleaning System, including the new Vaposaver (reclaimer) tumbler.

For full information, call or write your nearest Nicholson distributor . . . or W. H. Nicholson and Company, 12 Oregon Street, Wilkes-Barre, Pa.



**GENERAL
UTILITY
PRESS**



STEAM PUFF IRONS, MODEL 127
Shoulder, mushroom, and long sleeve heads, on one table.

A satisfied customer is our first interest

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Eaton's ALL-STAR TEAM

Dry Cleaning Soaps

FORMULATION NO. 14174
KONTROL
PERMEATE

Spotting

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H W SOAP
KOBO
O.G.P.
PERMEATE
SOLBUMEN
SPOTTING PENCILS
SPRAY SPOTTER
TRISOL
WETSOL

Bleaching

CENTURY BRAND
SODIUM PERBORATE, N.F.
KWICK BLEACH
PARAGENE
TITANIUM X

Sizing

DRISIZE
DUBL-DUX
(concentrated water repellent
—dry side)
DUXCOTE
(water repellent—wet side)
ECCODUX
(water repellent—dry side)
ECCOSIZE
SIZIN

Leather Specialties

COLORFLEX Base Colors
COLORFLEX Top Finish
COLORFLEX Top Finish Thinner
NON-IONIC LEATHER SOAP
NUSUEDE

Eaton CHEMICAL
AND DYESTUFF COMPANY

1490 FRANKLIN ST., DETROIT 7, MICHIGAN
Canadian Plants: Toronto and Windsor

Established
in the year
1838

Much more of a challenge to the instructress than the situation described at Lowell Dry Cleaners was a revamp job she did in the main plant of a chain drycleaning firm serving about 100 outlets. The finishers at this plant had been geared to top production speed and, as a result, quality was uniformly poor. Trouser creases, for example, were not well formed. Sales were beginning to be affected and the trainer was called in.

She spent about two months on this "case," going from department to department. With the owner of the firm agreeing to sacrifice pro-

duction somewhat in order to obtain needed quality, the instructress took in hand one finisher at a time and retrained them completely. During this period she also trained a half-dozen new girls.

At the end of two months, her mission was accomplished. Quality had taken a definite upturn. There were no more broken lines between trouser pleats and creases. Flies and crotches were well pressed. Trouser production did drop during the training period but now, a year later, production is back to its original level. All that has been added is quality.

Continued from page 42

line to get an idea of plant quality.

Next, she went right to work with the new girl by first finishing a few dresses while explaining the procedure orally to the watchful newcomer. For the next three days the girl finished the garments herself under close supervision by the instructress. At the end of this period, the girl was fairly well versed in handling the average run of garments.

The instructress did not attempt to gear the girl to fast production during this initial training period, but instead to acquire good basic habits. She was taught how to handle different garment styles and frills. She was shown, for example, how and when to use a hand steam iron instead of the offset press head on certain garments to avoid shine impressions.

Following the three-day training session, the new silk finisher was put on her own. About three weeks later the instructress returned to the plant to check up on her progress and to answer questions. At this time the girl was taught how to work faster—while maintaining top quality standards—using various short cuts.

The girl has been rechecked peri-

odically by the instructress and management agrees that the new finisher is doing a fine job. One month after she was hired, the girl was handling all dresses in a plant doing about \$2,000 a week.

It was estimated, also, that if the girl had been trained only by her fellow employees, she would now be averaging about four to five dresses an hour. Because she was taken in hand by an expert at the start, she is now averaging 12 dresses an hour—and quality is good.

While this was going on, the instructress also spent some time with the two fairly experienced wool finishers. Although their production has been at peak level, their attention to quality needed and received due help. Ironically, this presented more of a challenge than the training of the inexperienced girl, for the strong work habits of the wool finishers had to be changed—not formed from scratch.

While at the plant, the instructress brought other production wrinkles up to par, including marking-in, packaging, assembling and inspection. All in all, Lowell Dry Cleaners was a better operation for having had the benefit of her counsel. # #



Inspection of finished garments comes in for close attention. Miss Deranian points out flaws that should be refinished before delivery to customer

TEAMWORK WINS GAMES!



Dry cleaning calls for teamwork, too . . . the combination of good "players" and proper "coaching."

Eaton adds both of these important factors to your dry cleaning lineup: Seasoned, proven products PLUS the Eaton Stories, which give you fundamentally accurate directions to meet the problems you encounter daily in your plant.

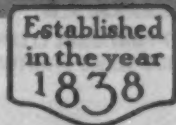
Here's how you can get that "winning punch" you've been looking for: Order the Eaton Products you need from your Eaton jobber. Be sure you have your copies of Eaton's Dry Cleaning, Spotting, Bleaching, Sizing, and Leather Finishing Stories. Then use the products and FOLLOW THE DIRECTIONS IN THE STORIES. You'll see the difference.

You'll find Eaton's All-Star Team of "winners" listed on the opposite page.

Eaton Products sold in Canada are made in Canada

Eaton CHEMICAL AND DYESTUFF COMPANY

1490 Franklin St., Detroit 7, Michigan



Canadian Plants: Toronto and Windsor

Fig. 1. Property-acquired form is made up for each new piece of equipment. One copy is kept for maintenance use, original filed

| FORM NO. 100 PRINTED IN U.S.A. 11-68 | | REPORT OF PROPERTY ACQUIRED | | | |
|--|-----------------------------------|--|-------------------|---|----------|
| PLACE OF SERVICE LOCATION Pekin, Illinois | | DATE OF ACQUISITION 10-25-80 | | PROPERTY NUMBER 806 | |
| NAME OF ASSET Motor | | | | | |
| Description One Induction Motor, Model #16099, Type #KT322, Form B - 440 volts, 3 phase, 39 Amp., 60 Cycle, 35 HP, #1166 RPM | | | | | |
| MANUFACTURER'S NAME | | | | CLASSIFICATION OF ASSET | |
| IDENTIFICATION NO. 42-C | TAG NO. (REQUIRED) 1841 | SERIAL NO. 6817184 | WARRANTY PERIOD | DATE COMPLETED OR RECEIVED 10-24-80 | |
| PURCHASED FROM Electric Equipment Company | | | | | |
| ADDRESS Rochester, New York | | | | | |
| LOCATION OF ASSET | BUILDING 15 | FLOOR 1 | TOTAL COST | USEFUL LIFE ESTIMATED 25 years | |
| REMARKS Motor drives 20 KW Westinghouse DC Exciter or Turbo Generator. | | | | | |
| PREPARED BY E. Loughart | APPROVED BY O. W. Criss | TAG ATTACHED YES | ENTERED | DATE | INITIALS |
| | | | PROPERTY LOCATION | | |
| | | | APPROVAL OFFICE | | |

Equipment Maintenance—Plague or Pleasure?

By JOSEPH C. McCABE

A LOT OF BRAINS, years of experience, or a good system—any one of these can set a man up for the job of riding herd on equipment maintenance. The easiest of the three to come by is a good system.

You'll find the simpler the system, the better the results. So set up a program like that outlined on these pages, and you're off to a good start. This outline involves only keeping enough in records and notes to give you ready knowledge of your plant's equipment and the job each piece performs. It can be, however, the basis of sound judgment for either operation or maintenance.

Set up a file for manufacturers' data on the equipment you have installed for the boilerhouse (Fig. 1). A lot of it you'll need only for major overhaul or replacement work. Some of it you'll want for a guide in establishing operating and preventive-maintenance procedures. Pick this out and work it into your operating assignments. But still other information, like parts' numbers, ought to go on

easy-to-get-at cards in an active file that you key to individual equipment records.

These last records should carry nameplate data such as operating pressure, size as well as location, service piping and wiring, controls. One crackerjack idea we've seen is an equipment log or data book (Fig. 2) that features, for single pieces of equipment, the operating history, costs, repair and maintenance data, even names of mechanics performing repairs, parts replaced, operating time, down time; in fact, all pertinent information. The man using this log says it's a preventive-maintenance tool. With it he's been able to show how

certain instruments and controls can avoid breakdowns.

Schematic drawings: Another mighty helpful record, especially when it comes to shooting trouble on working equipment, is schematic drawings (Fig. 3). If you can go to a file and pull out a sketch, as simple as possible, on how the equipment controls work, you can usually tie the trouble symptoms to a part of the control. In fact, with this approach you'll find you can develop one of your men into a first-class emergency service man.

But moving pieces aren't the only part of your plant that can profit from schematics—piping, wiring should be included. They serve as a good check point for identifying and correcting persistent troublemakers like poor trap sizing, inadequate valving.

Contract file: A third file setup we've found helpful in a maintenance program is one carrying service and supply contracts and orders (Fig. 4). They furnish an excellent guide in

get ready to

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BIG SERIES STARTING IN JULY

see page 66



FOR SYNTHETIC CLEANING

it's a fact...

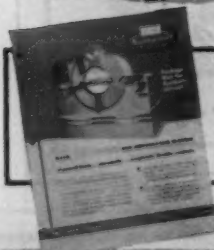


the ***Syntomat***
actually out-cleans any
split-pocket machine
in efficiency and quality!

While others "fiddle around" to divide loads and to jog cylinder pockets into position, one man with the open pocket SYNTOMAT cleans and spots with ease 135 lbs. per hour. Yes, that's efficiency... And quality cleaning is a "natural" with a non-confining, open pocket cylinder.

HERE ARE EVEN MORE ***Syntomat*** EXTRAS:

- Direct sludge transfer from filter to cooker
- Dependable heavy duty construction, no troublesome overrunning clutches or gears
- Automatic and manual control of valves
- Twin base tanks for 2 bath or for sizing
- Plus the new Vapor Sorber that reclaims all lost perc vapor from the air!



WRITE US FOR
MORE DETAILS
WITHOUT
OBLIGATION!

Also available in
65 and 100 lb. ratings

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N.Y.

Fig. 2. Maintenance record for historical facts of repairs on all equipment in each department

Fig. 3. Diagram of drycleaning plant steam cycle traces paths of steam to different equipment and its accumulator

figuring expected maintenance costs for budget work, as well as in balancing services supplied against the offers of competitive suppliers.

Operating routines: One good maintenance lesson you learn from long experience is the value of sensible operating routines. We firmly believe that the line between operation and maintenance often doesn't exist at all. Good operation is good maintenance.

Daily blowdowns and water tests on boilers are one example. Weekly routines, like filling surge tanks, inspecting out-of-service equipment and lifting safeties by hand; monthly jobs like cleaning sumps, changing crankcase oil; seasonal assignments like draining exposed lines can all be handled by an operating crew but are largely of a maintenance nature.

Costs: Just as soon as you can, establish an estimate of the cost of all power services. Put this estimate on a unit-cost basis, such as cents per kw.h. or B.t.u. or pounds of steam, and then compile total annual costs. The unit-cost figures let you compare your results with similar plants and with past performances. If costs begin to climb you'll want to have a reason that makes sense. Annual cost figures play a large part in your company's profit-and-loss statement.

Inspections: One thing you have to do yourself—that is, make periodic inspections of your plant. Make them thorough, detailed. You'll uncover a lot that needs fixing. Draw up an itinerary—that is, lay out your plant by areas and schedule your inspections, say, once a month. Pull out your equipment cards for the machines in each area; familiarize yourself with their data. Then draft an inspection report listing your findings for areas month after month. It will give you a ready check on what's been left undone, what progress you're making.

Behind every step you take in operating or maintenance should be the recognition that you're running a service organization. It ought to be apparent in a nice balance between economical operation, on one hand, and relative freedom from interruption, on the other. Any time you have a breakdown it should be the result of an explainable, calculated risk.

Often when a new man takes over he tends to go head-over-heels into a fix-up, clean-up program. That's all right for the obvious, but be sure every change is based on your role as a service organization.

Then on the matter of housekeeping. Many oldtimers were champions of the spit-and-polish school of keeping a boiler room, for example, in

| FORM 0270-01 NOV. 2 PRINTED IN U.S.A. 4-65 | | | |
|---|---------------------|-------------------|------------|
| REQUEST FOR | | No. 46964 | |
| WORK ORDER | | | |
| DATE ISSUED | DATE TO BE FINISHED | WORK ORDER NUMBER | |
| 11-28-50 | | 1410 | |
| FOR RESPONSIBILITY | BUILDING | FLOOR | EQUIP. NO. |
| 5 | 3 | 2 | |
| DESCRIPTION: | | | |
| Replace oil line from Lubricator to Vac Cylinder on small Worthington Vac Pump | | | |
| COST | | PREPARED BY | |
| HOURS | | A.L. | |
| LABOR & OVERHEAD | 4.50 | COMPLETED | |
| MATERIAL | 6.64 | | |
| TOTAL | 11.14 | 11-28-50 | |

**"NO ODOR
COMPLAINT IN
10 YEARS WITH
DEODORIZED
APCO 125!"**

This testimonial statement (letter in our files) from a leading Kansas City dry cleaner confirms our claim of ODOR-FREE dry cleaning for Deodorized APCO 125. The same customer stressed its exceptional DRY-ING SPEED. Your APCO solvent man will give you FULL details, for the asking.

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OF STOD-SOL
AND 140-F.**



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OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

shape. You can carry this idea too far. Your prime concern must be service. It's far better to have valves that seat well, steam lines free of water hammer, ample provisions for pipe expansion and contraction than to have shiny, nickel-plated valve handles or steam-line fittings frozen from unwise paint application.

All of the above are ideas aimed at the over-all job of keeping your plant in tiptop condition. Always, however, you need a set of examples that help you fit such ideas to specific equipment. The packaged boiler makes a good example.

Operating to reduce maintenance

Prominently paste up the manufacturer's operating instructions which came with the boilers. If need be, call the manufacturer's salesman to explain to your operators any questions that come to their mind.

Remember commercial oils and greases offer very little in the way of selection problems. It is, however, essential that burner characteristics be suited to the nature of the fuel burned. Fuel must be supplied under pressure and temperature conditions the burner expects. Make sure that the fuel-handling system, from pipeline or storage tank right up to the burners, is designed to deliver clean fuel. Be careful in mixing fuel oil from different sources; some mixtures promote sludging.

It is also essential, of course, if you switch from manufactured to natural gas or if you try to change from a No. 2 oil down to say a No. 4, to be certain your burner is changed to meet this different fuel.

In the case of gas the pressure needs tending for safety reasons, as well. A gas-pressure change must be compensated for by adjusting the firing-rate controls. Overfiring could result when this is not done.

Pay close attention to the stack temperature as a running check on over-all boiler efficiency. If the stack temperature zooms up, something is obviously very wrong. With propane gas the overpressure we spoke of before could well be the cause since propane gas has a relatively high heating value—about twice that of natural gas.

get ready to

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BIG SERIES STARTING IN JULY**

see page 66

Basic Facts for Good Program

RECORDS. Plain or fancy, they're the most essential single prop of a continuing maintenance program. In their barest essentials they should cover all your equipment, prove the basis for alterations or replacements, provide the clincher with management.

CONTRACT FILES. Properly kept, they are your control over outside equipment or service suppliers. They remember where one contractor falls down, another is strong. Often they are potent aids in bargaining; show management, contractors origin of past errors.

PLANT SCHEMATICS. Simple, single-line drawings that picture the vital lines of service to and

through your boiler room. They serve as the starting point for employee training, either operating or maintenance. What's more, they help you in isolating trouble.

OPERATING ROUTINES. Frequently there's no dividing line where operation ends, maintenance begins. Much of your routine maintenance can be made part and parcel of regular operation and logged that way. You'll find it's sure way of getting jobs done.

INSPECTION. Set up on a periodic basis, with a systematic approach, it's a quick check on maintenance-program effectiveness, overlooked needs, plot of future trouble.

Check fuel costs periodically. This is your best indicator of how your boiler is operating. Poor fuel efficiency can mean your boiler needs anything from a minor adjustment to a major repair. Ask your boiler salesman what your fuel bills should be—or check the cost of the first year of operation against present costs.

Incidentally, the boiler may not be the cause of high fuel bills. The guilty party may be a piece of auxiliary equipment or a poor quality fuel.

Be sure your boiler room gets enough air. Good ventilation is the answer to this one. Aside from meaning an air-starved boiler, poor ventilation boosts boiler-room temperature. This can interfere with proper operation of magnetic controls and affect thermal devices designed to protect the boiler from damage.

Don't let excessively cool return condensate or feedwater enter the boiler. Provide some means for tempering the water. Second, select pumps and controls to put water in the boiler at a rate no higher than required to supply heat to the load. Third, direction of flow through the boiler must be maintained. Introduce water only through the normal feed connection unless you get specific approval from the manufacturer to do otherwise.

Although a packaged boiler requires a minimum expenditure of time and money for preventive maintenance, it does demand this minimum. The more automatic the boiler, the more it de-

pends on (1) controls to operate properly, (2) clean fire and water-side surfaces, (3) attention to stack conditions.

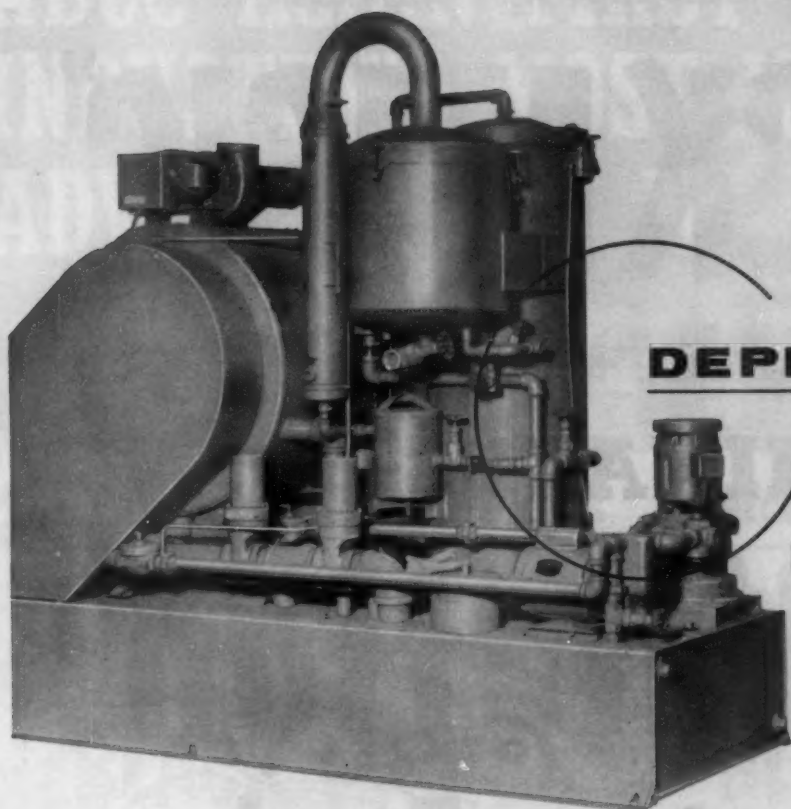
Manufacturers can help

Your boiler manufacturer offers the last word in the important area of maintenance. His manuals, his salesmen and his local service people are your best sources. Don't "throw the book away" just because the unit seems to run itself. This mightn't make any difference for six months or a year, but sooner or later it'll affect your boiler's efficiency. These pointers can mean better maintenance of your unit:

Be sure your employees get complete information from your boiler salesman and service people on preventive maintenance. Follow their recommendations to the letter.

Scaled water-side surfaces and tube leakage can quickly result from lack of attention to water-treatment needs. Dirty boiler water can cause surging, foaming and carryover—a real headache, especially where the process in operation demands dry-quality steam. Get and follow the advice of a feedwater-treatment specialist. He can save you much difficulty.

Last, but not least, keep your boiler room clean. For example, dust clogging the fan intake cuts down on air supply, results in poor combustion efficiency. A clean boiler room is essential if you are to minimize maintenance. # #



DEPENDABILITY

**IS BUILT
INTO EVERY
MERCURY
SYSTEM**

MARLOW PUMPS

are standard equipment!

Mercury Cleaning Systems engineer all their equipment to do an excellent dry-cleaning job rapidly, dependably and profitably. They are always looking for every possible improvement that will spell greater benefits and profit-making opportunities to the dry-cleaner.

They are using Marlow self-priming pumps on all Mercury units. Marlows are standard equipment on their separate, monel, tubular filters as well, to ensure finer cleaning with faster, dependable solvent flow.

Mercury now even recommends and supplies these dependable Marlows to replace the gear pumps originally furnished with their older models to cut solvent loss and increase cleaning efficiency. Full instructions and draw-

ing are supplied with this Marlow replacement "kit."

For many years, Marlow pumps have helped make good drycleaning equipment better! Marlow drycleaning pumps are specially engineered for the job. A patented, mechanical seal eliminates leakage. There's no solvent loss — floors stay dry and clean. And — Marlows handle petroleum or synthetic solvents with equal ease. Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation — are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



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Adco's Miracle Method

"BLACK MAGIC"

Teamed With Adco's Super Detergents

ELIMINATES...

Distillation

Use of Sweetener Powders

WITHOUT

Detergent Loss!

**Pure, Clean Detergent and Solvent
Continuously Without Use of...**

SWEETENER POWDERS OR DISTILLATION!

ONLY

BLACK MAGIC

REMOVES COLOR,

ADCO AGAIN FIRST WITH THE INDUSTRY'S MOST IMPORTANT ADVANCEMENT IN 20 YEARS

ADCO'S MIRACLE METHOD OF CLEANING WORKS PERFECTLY IN ALL CONDUCTIVITY AND HUMIDITY CONTROLS!

For Petroleum Solvent Plants

XXXDRI-SHEEN DOUBLE
STRENGTH

PLUS

BLACK MAGIC

Perchlorethylene Plants

PERK-SHEEN

PLUS

BLACK MAGIC

QUALITY GREATLY IMPROVED-COST CUT BY **30%**

For the first time in drycleaning history all clarification of your solvent is done while you are cleaning by the use of the Miracle Carbon Black Magic. Your solvent is pure and clean in the beginning and is kept that way continuously as you clean through the use of Black Magic in your filter.

Black Magic works perfectly in either petroleum or synthetic solvent systems.

NO REDEPOSITION—NO GRAYING—NO SWALES—NO COLOR—NO LOSS OF DETERGENT. Make Adco prove to you in your plant that Adco "Miracle Method" cleans faster, better and much more economically than any other method.

Adco,

INC., SEDALIA, MO., U.S.A.



NON-VOLATILES, FATTY ACIDS FROM YOUR SOLVENT.

Your Future Hangs in the Closet*

By MR. and MRS. RAY VERMEERS
Paris Cleaners, Spokane, Washington

EACH JANUARY, we at Paris take stock of our situation and lay our plans for the coming year. At the beginning of 1957 we had a problem which could not be ignored. Our volume had remained fairly stable. Our cost of doing business, however, had skyrocketed.

There are no figures available for total drycleaning volume in Spokane, but we had reason to believe we were getting our share. *Our share was not enough.* We had no choice but to create more volume for ourselves. It was obvious that February and July were the months that were causing us trouble.

The Paris organization has been built on high-quality drycleaning. Also, we enjoy a very ethical relationship with our competition. We intend to keep it that way. We felt that it was too expensive and very foolhardy to take volume away from our competitors, in low-volume months, on an equal price and quality basis. That is not in line with our policy or our prestige.

We decided to see if there wasn't a different market that had not been tapped.

What's in the closet?

If you read the fashion magazines—and you certainly should—you know that every woman is supposed to have a five-year plan for her wardrobe. All of the garments she has purchased this year, plus most of the things she has bought for the last five years—*hang in your customer's closet.*

Over a five-year period every man, woman and child in the United States, theoretically, has 25 or more garments hanging in his closet. For a family of four, this makes 100 pieces! Do you think you are getting 100 different pieces of wearing apparel, per year, from each of your family accounts?

You can readily see that there has built up, in every American home, a tremendous backlog of drycleanable garments.

It began to dawn on us that we had not exhausted the market of our own clientele. We had been giving the customer what we thought she ought to have, instead of what she actually needed!

Our next step was to reevaluate our own clientele.

My ideal customer would, I am sure, be any drycleaner's ideal customer. Her husband is a national figure in private utilities. She lives in a \$65,000 home. She has four children and she employs full-time help.

Her wardrobe is fabulous—she buys only designer originals. She is a charge customer. We get all her drycleaning on our hand-finished service, at a minimum of \$2.60. She doesn't have to concern herself with a budget, and she doesn't know what wash-and-wear is. Her check is in the mail the 10th of every month.

She and her friends account for over one-third of my volume. She is loyal to Paris. I have only one complaint to make about her. She spends February in Palm Springs and July at Hayden Lake!

Now for my average customer—the woman who accounts for the other two-thirds of my business. She has just moved into a new house on a new street. The houses in this street sell from \$14,000 to \$17,000. The house came equipped with a washing machine and a drier.

Her husband is in the \$5,000-a-year bracket. She has two children and her main social activity is the PTA. Inflation is squeezing her budget in all directions. She has monthly payments on the house, a furniture contract to pay off, a family to feed and clothe.

She, too, likes nice clothes—but she often buys them on sale. It is imperative that her husband look nice at his work. She is already protecting her drycleaning budget by buying clothes that wash-and-wear!

At the front of my average customer's closet are the clothes that go to the cleaner regularly. These are her *best* clothes. She doesn't mind paying a fair price for her dress-up wardrobe. Clean clothes give her a lift—and when she goes out, she wants to feel special!

At least two-thirds of the garments in this closet are second-best. Some of them are leisure clothes. Some of them are everyday clothes. Many of them should be discarded, or given to a rummage sale. Yet—just like our house—she hangs on to them.

It may be her five-year plan or it may be some other reason—but the fact remains that about two-thirds of her clothes just *hang in her closet!* Obviously, she cannot afford to make the capital expenditure necessary to put all these garments in a wearable condition. Most of them aren't worth it. Also, it is summer, and she is thinking about summer clothes.

We gave considerable thought to how to motivate this housewife to go to her closet and clear it out at a time which was convenient to us—namely, July. We came to the following conclusions:

1. The price reduction had to be drastic.

2. The job had to be clean—and it had to be presentable.

3. We had to be completely honest with her. She had to understand that she was not getting a \$1.65 job.

We felt that if she was satisfied with wash-and-wear—a good cleaning job and steam-air finishing would be far more presentable than anything she could do at home.

With our potential market determined, I felt that if we could get \$2,000 worth of this volume, we could at least keep from losing money in July.

I could foresee no production problems. With a 4 percent charged system, I planned to have the garments go directly to the steam-air finishing from the cleaning, and let the operator reject for spots and reruns.

On January first, among other innovations, I added a full-time sales manager to my staff—my wife. I tossed all my thinking on this closet business in her lap, and told her to go ahead and put together a July promotion.

MRS. VERMEERS:

I approach every promotion with the strictly "female attitude"—*what*

*From a talk at the Forty-ninth Annual Convention of the National Institute of Drycleaning, January 18, 1958, Miami, Florida.

PROFITABLE FUR AND SYNTHETIC FUR CLEANING

HAERTEL *Fur Sheen* FURRIER'S METHOD



The original and only pre-mixed fur and synthetic fur cleaner and finisher. Use with bag in your dry cleaning tumbler or loose in a fur cleaning drum.

- Cleans all types of natural and man made furs
- Premixed with absorbent material, cleaning liquid, glazing solution, anti-static agent
- A guaranteed product, tested and proven.
- No need to purchase new equipment
- One bag cleans four coats

FOR MORE BEAUTIFUL FUR CLEANING

1. Sponge lining and fur with Haertel Fur Clene
2. If using cold cleaning tumbler, place 2 coats in Haertel cleaning bag using 1/2 package Fur Sheen
3. Place bag in cold tumbler and run 30 minutes
4. Remove coats from bag and shake out excess material
5. Replace loose coats in tumbler and run 30 minutes
6. Remove coats and brush with Haertel rotary wire brush.

You now have given your customer's fur coat a quality cleaning.

| | |
|--|-----------|
| CASE FURSHEEN (cleans 24 coats).....@ | \$11.70 |
| HAERTEL CLEANING BAG (holds 2 coats).....@ | 2.85 |
| HAERTEL ROTARY WIRE BRUSH.....@ | 14.95 |
| FUR CLENE FOR LININGS.....@ | 4.25 gal. |



HAERTEL

POLAR GLAZE LIQUID

*It's EASY to restore that
NEW LOOK to Synthetic Furs*

For those who choose to Dry clean Man made furs—Glaze and finish with Polar Glaze and Haertel Rotary Brush

1. Dry clean synthetic furs in your usual manner
2. After cleaning, spray or brush coat with Polar Glaze
3. Let dry and brush with Haertel Rotary Brush

POLAR GLAZE METHOD

- ★ RESTORES THE LUSTRE AND NEW LOOK
- ★ SEPARATES AND SOFTENS MATTED FURS
- ★ GLAZE EACH FIBER WITH A PROTECTIVE COAT
- ★ USED TO GLAZE ALL FURS



Polar Glaze liquid
\$5.50 gal.

ROTARY BRUSH



A brush made especially for the finishing of "Man-made" or natural fur coats. It has a deep penetrating, rolling action which combs and straightens the crushed and matted fibers to their original fur-like appearance.

Haertel Rotary Brush
@ \$14.95

USE THIS
HANDY COUPON
TO ORDER



Walter Haertel Company
2840 Fourth Avenue So.
Minneapolis 8, Minn.
Haertel Complete Line

WALTER HAERTEL CO. 2840 Fourth Avenue So., Minneapolis 8, Minn.

Please ship _____ ea. gals. of Polar Glaze liquid @ \$5.50 gal.
_____ ea. Rotary Brush(es) @ \$14.95
_____ ea. cases of Fur Sheen @ \$11.70 per case

Other _____

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

I want and how I'm going to get it. In other words, I set my sales goal and then plan the promotion schedule I think will achieve it.

My job has been very easy—for the reason that, years ago, Ray recognized the fact that drycleaning, like any other commodity or service, has to be sold. To that end, for the past 10 years, he has conducted a well-rounded sales training program. I had helped with this program in a small way by the weekly publication of *All About Paris*, a bulletin for the information of our employees.

Our employees understand selling—and, more important, they have been trained to *sell up*. Because of carefully nurtured pride and loyalty on the part of our personnel, we can sit down with them and discuss frankly the problems of management. They are cooperative on promotions.

For me every promotion has to have a theme. Our employees enjoy this too, I find. Actually, 95 percent of Spokane families are at home in July. However, vacation seemed a timely word to use.

I have never used the psychological scare in advertising copy. I would never have considered the *big scare* in a major promotion. "Let Paris help you clean your closet" was not supposed to be a big promotion. It was designed to help us weather the July slump. Our goal was only \$2,000.

There are two words that strike terror at the heart of every housewife. They are *moth* and *mouse*. Thus "Moths Don't Take a Vacation" came about very naturally as the theme of our July promotion.

Direct mail has proven a very effective medium for us, and our employees were willing to help.

Each one of our store managers has a mailing list of customers and prospects in her particular neighborhood. Each salesgirl has a personal mailing list, compiled from fellow club members, Christmas card lists, church and social groups. We had five outlets participating in this promotion, so I ordered 1,000 cards for each.

MOTHS DON'T TAKE A VACATION
Let Paris Help You Clean Your Closet

Special For the Month of July

50¢

Any Article of Wearing Apparel

50¢

(Minimum of 4 articles)

Get Those Second Best Clothes
Cleaned Now

(Drycleaning destroys all forms of
moth life)

There is a place for the employee to sign *her* name. This is a personalized promotion and the salesgirl's or employee's signature on the card puts her personal stamp of approval on the promotion.

Employees cooperate

One key to business success is supervision. Remember these three little words, if you are going to supervise anyone—*tell, show and check*.

Three days after the postal cards were made available to our employees, I went around to the five stores to *check*. I couldn't find a single postcard to send to one of my friends!

Each store was provided with banner signs, and a policy card was displayed in the most obvious place in the store. It's all there in black and white, with no attempt to mislead our customers that they are getting a \$1.65 job for 50 cents.

The bundles started to roll in—every conceivable sort of garment. Hunting clothes, ski clothes, jackets, sweaters and slacks. There were, surprisingly, a good many wash-and-wear items.

We found that garments came in for about five different reasons:

1. We received clothing that was to be given away or put in a rummage sale.
2. We received clothing destined to be made over.
3. The mothers of boys in service seized this opportunity to have civilian clothes cleaned and put into storage.
4. Many people who just plain couldn't afford *any* drycleaning were able to use this *face-saving* service.
5. Then we had our prize package, an old man who had never had *anything* drycleaned. He had a dress suit 10 years old which had been worn only for weddings and funerals. He put it, along with the other required pieces to make up the minimum, in a paper box and came into one of our branch stores. He had made his *first* trip to Paris.

In addition to tell, show and check, there is another way to keep the pressure on your employees, if you want them to sell for you. It is called the *incentive payoff*.

Our employees had taken over the responsibility of putting on this promotion. They had a right to be rewarded.

Everyone likes to know how he is doing. And so we kept a daily sales chart to which individual scores were posted every day.

We had organized this promotion so that *every* employee participated. The salespeople worked against their own total sales volume. Likewise, the

production force worked against its own total sales volume.

The prizes were 2 percent of the gross volume for first, 1 percent for second, and ½ percent for third in each category. The employees were quick to notice if some member of his category was not bringing any business.

Here is the final score for "Let Paris Help You Clean Your Closet!":

| | |
|------------------------------------|------------------|
| Dollar volume | \$ 5,202.57 |
| Number of pieces | 10,405 |
| ADVERTISING BUDGET | |
| Postcards | \$ 100.00 |
| Printing | 32.92 |
| Policy cards and store signs | 69.75 |
| Prizes | 182.04 |
| | \$ 384.71 |

This is our entire advertising expenditure for July and August. We did no other advertising of any kind.

MR. VERMEERS:

Everyone worked very hard on this. But everyone enjoyed it—even our customers entered into the spirit of the thing. The last few days we had to tell them frankly that it might be a couple of weeks before we got their orders out. Nobody minded in the least.

Two things stand out in my memory, particularly:

1. Our assembly department developed almost superhuman accuracy. We had a few belt mixups—and so far as I know we paid only three claims.

2. Our employees came to me with this story: "My friend Elsie never did know where I worked. She's going to be a regular customer from now on."

July is vacation month for our employees, and as they took their two weeks I had to bring in temporary help. Every drycleaner in Spokane had cut his crew down to a minimum during July. This gave me a wonderful opportunity to review the labor market in Spokane, and I took full advantage of it.

"Let Paris Help You Clean Your Closet" accounted for about \$5,200 of our increased volume. The remainder came from suggestive selling, and *selling up*, on the part of our employees.

We solicited only 5,000 of the 87,000 families in Spokane. If we had solicited all 87,000 families, all the drycleaners in our town would not have had the capacity to take care of the volume that poured in.

On the national level, I feel that we have overlooked a 60-million-dollar potential market.

My Future hangs in the closet. Perhaps yours does, too! #

Get a
flying start on
summer promotion
with this
new, free
Perchlor display



They'll be headed for the four points of the compass over the next two months. Stop them, remind them, bring them in *first!* Promote your quality cleaning *now*, to make yours a slacks (and sports coat and skirt and dress, too) instead of a slack season.

This colorful, strikingly different hanging display, and the accompanying window or wall

banner, can be the heart of your successful hot weather business-builder. You did it last winter . . . and this spring . . . do it *again* with one of these season-cued Perchlor mobiles.

This new, free display will go fast. Contact your Columbia-Southern Perchlor jobber *today!* And while you're thinking of it . . . won't another drum or two of Perchlor come in mighty handy?

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

A Subsidiary of Pittsburgh Plate Glass Company

One Gateway Center, Pittsburgh 22, Pennsylvania DISTRICT OFFICES: Cincinnati, Charlotte, Chicago, Cleveland, Boston, New York, St. Louis, Minneapolis, New Orleans, Dallas, Houston, Pittsburgh, Philadelphia, San Francisco IN CANADA: Standard Chemical Limited

Honeywell *MagiCare*^{*}

gives you fingertip control of



You spend less time spotting. Only stubborn stains need spotting when moisture is added automatically in the washer.



You spend less time pressing. You save on labor costs and reduce reruns because correct moisture results in fewer wrinkles.



You spend less on washer operation. Easy-to-read (and operate) controls permit untrained personnel to handle equipment.

Utilizing electronics to control relative humidity, new Honeywell *MagiCare* assures you that your washer's relative humidity is correctly matched to each load of clothes. With this unique drycleaning method you beat competition rather than just meet it. *MagiCare* works with any soap concentration, any machine, perchlorethylene or Stoddard, single-bath or two-bath systems. *MagiCare* means less spotting, brighter colors and less wrinkling. You save on labor costs while consistently delivering better quality cleaning. Why not look to *MagiCare* for bigger profits this year?

*Trademark



Here's how *MagiCare* works. The "Relative Humidity Control" system reacts immediately to slightest humidity variations and adds water instantly as needed.



Tumbtrol[®] Panel automatically controls and indicates the drying temperatures of your reclaimer. "Miracle" fabrics and suedes can now be heat dried safely.

Drycleaning

your washer's relative humidity



You keep customers satisfied. Your customers quickly recognize the higher quality; the brighter, livelier colors that *MagiCare* gives them.

Tie in with MagiCare Advertising in VOGUE. Your customers—and prospective ones—are reading about *MagiCare* Drycleaning in the country's leading magazine for women. They are quickly learning this *MagiCare* symbol means something extra special

they want for their own garments. And you can tie in with national advertising now by using the Honeywell Sales Booster Kit which includes hanger cards, window sign, newspaper mats, radio & TV scripts, garment bag symbol.



For complete details about MagiCare Controls and Promotion Aids, call your Honeywell office, or write Minneapolis-Honeywell, Dept. ND-6-68, Minneapolis 8, Minn.

Honeywell



First in Controls

QUESTIONS and ANSWERS

Retaining Shape and Luster

Our customer claims this knit wool dress shrank and lost its sheen after cleaning. I have been unable to stretch it enough to fit the customer nor will it retain its shape. Is this my fault or that of the material?—R. D., Ohio

Due to the very loose construction of the fabric, this garment certainly

would be very susceptible to changes in dimension, whether shrinkage or stretching. The yarns are of very low twist giving the fabric the characteristic of a loosely knit sweater.

This type of fabric could shrink merely from the mechanical action of the cleaning process, even if you only gave it a short run of 10 minutes and had the dress netted. In fact, the only

thing that tends to hold the shape of the garment is the black buckram lining.

There does not seem to be any felting of the wool yarns and the garment seems to have good elasticity. As a result, I should think that it would be possible to shape the garment to the dimensions required. But, as you point out, to hold it is another matter.

I would suggest that you immerse the garment in a bath of dry sizing, extract lightly and deodorize. Add to the sizing bath a few ounces of white mineral oil for the purpose of giving added luster to the yarns. Then when the garment is stretched to proper dimensions, the sizing present in the wool yarns as well as in the buckram may tend to hold it in place.

Dye Stain Damage

The Coca-Cola spots on this coat were not noticed until after drycleaning. The customer claims I have ruined her coat and have to buy her a new one. She is going to take the case to a small claims court.—M. L. D., California

These stains do not seem to have been caused by Coca-Cola. Furthermore, by treating the brown stains on the lining with water and a neutral wetting agent, we were able to cause some bleeding of the stain which looked very much like dye.

The fact that these stains are present under the collar, on top of the collar, on the right sleeve lining and down the left sleeve makes it seem a bit unlikely that Coca-Cola could have been spilled. Also, these stains seem to be so concentrated and heavy that it would indicate that very little water had been present carrying the substance in solution. In addition, there seems to have been almost no spreading of the stain as you would expect of one carrying as much water as Coca-Cola.

After much deliberation, we feel that these stains are the result of a heavily concentrated dye stain of some kind that has been splattered on the garments. And it seems doubtful that there is any safe means of removing them. Redyeing is probably the only means of restoration.

We cannot state what caused these stains. But it does seem unlikely that staining of this kind could result from any processing on your part.

LIKE MAGIC Takes guesswork out of marking!
Cuts Costs! saves time, money!

The far-advanced method of Marking with Piece Count plus Unit-Control



— so far ahead of its field ... for large and small plant-operators ... get the story—it's terrific!

... New, advanced SAV-WAY Tags are a new page in the industry's low-cost, fool proof, garment and piece marking history ... a new page in the free "Pre Marked" catalog with its countless, proven, applications to your marking system ... All will vastly improve performance and results in every plant dept.



MAIL COUPON TODAY

PRE-MARKED STRIP TAG CO.,
3232 India St., San Diego 12, Calif.

Mail me NEW, FREE Instructions Catalog of pre-printed Marking and Identification Tags including improved SAV-WAY TAGS.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

STATE _____

No training required, any employee can learn to use Pre-marked Tag in 5 minutes.

... or ask your jobber

"PRE-MARKED," the Industry's Name for STRIP-TAGS

Snagged Tablecloth

Could you tell me what caused the tiny holes in this tablecloth?—J. D., Texas

We can find no evidence that the damaged areas are the result of any fabric failure. These small holes appear to be due to snagging from some source.

We cannot state definitely how or in what manner this snagging took place, but it probably occurred in the tumbling process. Very often a pin sticking up through the perforations of the tumbler is sufficient to hook the fabric as it rolls around. In the satin weave of this fabric any such snagging breaks the floating yarn and makes every snag quite noticeable.

Holes From Acid

The customer says this is the first time this blue-and-white dress has been cleaned. Can you tell us what caused the small holes in the skirt?—A. C., Utah

The small holes throughout the skirt have been caused by some corrosive solution, probably acid. Another possibility is that a salt solution may have been splattered on this fabric that later hydrolyzed to form a strong mineral acid.

Obviously you could not confine damage such as this to just the skirt in an immersion process such as drycleaning. Furthermore, it is quite inconceivable that any solution used in the drycleaning plant could cause this damage.

Evidently the solution causing the damage was splattered on the fabric in the mill or possibly in the factory where the garment was made. It then took a period of time for the acid condition present to cause complete deterioration of the fabric in the affected areas.

Unserviceable Metal Thread

The customer claims that this pure silk necktie is very expensive. Why has it disintegrated all along the creases after we drycleaned it?—P. M., Puerto Rico

While this tie carries the label "pure silk" the gold yarn present is actually a white yarn that has been wrapped with a gold metal thread.

Where the fabric has been creased this metal thread seems to have caused a spreading of the weave thus giving a black shade to these areas.

It would hardly seem that this could be considered "a very expensive tie." Certainly it is not a very practical or serviceable fabric.

The fact that the damage is confined to those areas subjected to creasing would in itself absolve the cleaning process since the other areas have not been affected in any manner.

Sun-Faded Chiffon

I cleaned this pure silk peach-colored dress a month ago and it turned out perfectly. But on my second cleaning the customer claimed the silk chiffon shoulder straps were faded although the bust, which is of the same material, was not. Can you explain this?—C. C., New Jersey

We found in examining this garment that in protected areas there was no fading of the dyestuff. This is particularly noted in the bust section of the garment.

From this we are definitely of the opinion that the fading that has taken place in the shoulder straps as well as in the top section of the bust area has been caused by sun fading.

Obviously the cleaning process, which is one of immersion, could hardly localize any such fading. We do not feel that this damage is your responsibility.

Powerful Medicine!

ERASE Deodorant

Eliminates odors by absorption and chemical reaction. Does not contain masking perfumes or formaldehyde.

Signal Anti-Lint

Ends linting problems for less than 1½¢ per 100 pounds. No more brushing or vacuuming.

Duronite 200

A textile flame retardant on the dry side that opens new avenues for increased sales. Simply dip—extract—tumble dry.

LED Liquid Enzyme Digester

A new concept in on-the-board postspotting. Removes problem and unknown stains and eliminates reruns.

Beauty Tex Dry Sizing

Makes colors brighter—whites whiter—all your cottons and synthetics become crisp and fresh with new like look.

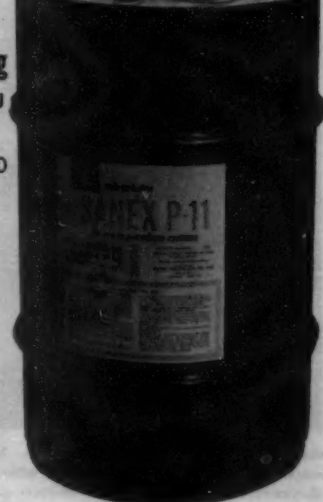
Sanex Mothproofing

A dry charge mothproofing—added to the wheel. A "big extra" for the housewife that costs about 1/20 of a cent per garment.

Contact your Jobber or Write.

Signal

CHEMICAL MFG. COMPANY
5020 RICHMOND RD.
BEDFORD, OHIO





Plantowner Lyle Smith gauges results from activated units from monthly reports submitted by branch managers



History of expansion program is reflected in five photographs displayed by Mr. Smith

BLUEPRINT FOR SUCCESS

Progressive thinking . . . with accent on personnel training . . . guides 10-year expansion program

By HARRY YEATES



Hand-finished shirts are Northside trademark. Plant manager Pete Ealy alternates duties through plant to assure uniform quality

GOOD MANAGEMENT knows that the growth of any business, regardless of size, depends on the abilities of trained personnel. It follows that delegating authority to key people and standardizing work methods make it easier to produce quality work and build volume for the plant.

The growth of Northside Cleaners, Oklahoma City, Oklahoma, follows this formula to a T. Here plantowner Lyle Smith has spent a great amount of time during the past 10 years building an organization of people—thus building business at the same time.

In 1946 Mr. Smith and his partner opened a small synthetic cleaning plant in the city. In 1949 he purchased the assets of the business. To take advantage of the city's rapidly expanding suburban market he decided in 1953 to turn the plant into a pickup station. He opened a petroleum cleaning plant at a more desirable location in one of the new shopping centers. A small press shop and pickup station was also set up in a shopping center near a large apartment district.

During 1956 Mr. Smith opened a second petroleum plant in another shopping center. Activities have been

confined to specific sections of the city rather than spread in every direction.

The latest addition to the organization was the purchase of a shirt laundry equipped with a synthetic cleaning unit. According to Mr. Smith, the shopping center plants have been so successful that another petroleum unit will soon replace the synthetic machine at the shirt laundry.

The expansion of Northside Cleaners within the past 10 years has resulted from the following plan adopted by Mr. Smith:

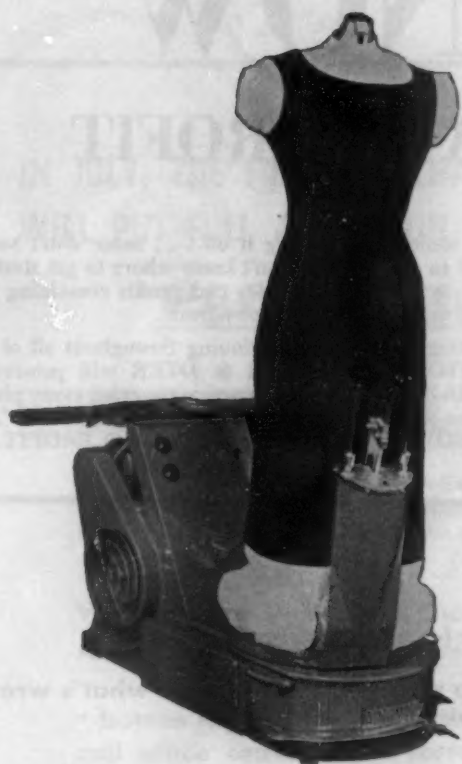
1. Delegating authority to plant managers on a routine basis.
2. Standardizing plant operations.
3. Producing uniform quality of work that makes for repeat business.

In order to give each plant an identity each manager is given complete jurisdiction over the operation of his plant. Weekly management meetings are held at the main plant with all supervisory personnel attending, including the managers. At this time various plant problems are discussed and uniform methods of solving them

Continued on page 68

"WE SAVE UP TO 40% on silk finishing labor costs ...with less hand finishing"

... that's a typical user report about the new
"Fashioner" automatic steam-air dress finisher



Labor time savings up to 40% per garment are routine for "Fashioner" users. Apply these savings to your own cost and volume figures — and see how much the "Fashioner" can add to your profits. The new "Fashioner" will do as much or more for you in your dress line as the time proved steam-air method has done in wool finishing. It will do this for many good reasons:

LESS TOUCH-UP needed after finishing on the "Fashioner." You produce finest quality at less cost. Good quality "thrill-priced" work can be completed without further finishing.

QUICK ADJUSTMENT to nearly all sizes and styles of dresses. "Jiffy-Action" controls adjust shoulder width, waist and hemline sizes. Nylon bag fits snugly to most garments, including chemise and sack dresses and men's sport shirts. Soft cushioned, removable front and rear clamps control pleats, vents and overlaps with minimum impression.

AUTOMATIC ACTION for fast operation at top quality. Air volume control and foot pedal introduces air as desired for perfect sizing and shaping — leaves both hands free to make quick adjustments. "Step-O-Matic" toe pedal provides exactly the correct cycle of steam followed by air, or steam and air together — automatically, freeing operator for other work. Dual precision timers provide split-second control of steam and air over a 1 to 60-second range, with instant, easy adjustability. Low, full revolving base makes tall form easy to reach at all points. Precise control minimizes shrinking, stretching — keeps customers happy.

For speed and quality...
these are names to remember:



BONUS performance from the "Fashioner" includes finishing of men's sport shirts ... at less cost, more profit for you.



THE VERSATILE P-2 Automatic Adjusta-Form speeds finishing and improves quality on your wool lines.

ADJUSTA-FORM
P-2 Standard Automatic

ADJUSTA-FORM FASHIONER
A-3 Dress Finisher

CINDY-LOU
Upright Sleever

D-LINTER
Static-Grounding Device

ALL THESE ARE
PRODUCTS OF

WICHITA PRECISION TOOL CO., INC.

450 NORTH SENECA
WICHITA 12, KANS. (DEPT. 10)

Sold Through Authorized Dealers Only

Starting in July:

National CLEANER & DYER'S Big, New Program on

"DO IT NOW"

FOR PROGRESS AND PROFIT

To quote a number of industry leaders, *"1958's the year when the men will be separated from the boys."* They mean that drycleaners who don't critically appraise every factor in their operation **NOW**—and *do something about it*—can face declining sales and profits, even failure. And, in the separation, thousands could wind up with "the boys."

To keep sales and profits up, every drycleaning plant in the business needs to *do things*. Many plants do.

But some keep putting it off . . . some don't know what to do . . . some don't know where to get started. And so it goes, with sales and profits remaining the same or, worse, on the downgrade.

Starting in July and continuing throughout all of '58 NATIONAL CLEANER & DYER will present a month-by-month *action program* covering every phase of the drycleaning operation. It will be called **"DO IT NOW . . . FOR PROGRESS AND PROFIT."**

WHAT IT WILL DO

For six consecutive months, "DO IT NOW . . ." will make it simple for every plantowner

- to put the details of his business under a magnifying glass
- to take an accurate inventory or audit of all practices he uses both in and outside the plant
- to spot what's right and what's wrong with them
- to get himself a sound, well-organized plan that guarantees sales and profit success!

HOW IT WILL WORK

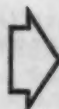
Using each chapter of "DO IT NOW . . ." will be like bringing a top management consultant into the plant—at no fee—to inspect, rate and recommend. With it, you can be your own expert in double-checking the economy, efficiency, completeness and profit in every step you take to run the business. Each chapter will include

● PLENTY OF "ACTION" CHARTS AND CHECKLISTS

You'll find these up-to-the-minute features just about the handiest, easy-to-work-with fact-finders you've ever seen. Complete, authoritative, practical—all they'll call for are your checkmarks under "Yes" or "No" or your figures in appropriate boxes, and you'll see revealed (with little effort on your part)

What You're Doing and What You Should Do

And, in Addition There'll Be



● PLENTY OF "HOW" AND "REASONS WHY"

Added to the "Action Checklists," NATIONAL's editors will spell out the "how and why" of factors covered in every chapter. Together, your self-ratings and our editors' "how and why" will be an unbeatable combination that

Spotlights Your Problems and Gives the Solutions

**IN JULY, THE FIRST BIG CHAPTER IN "DO IT NOW . . ."
WILL PUT FULL ACCENT ON**

PACKAGING and DELIVERY

Of all the steps in the drycleaning operation, "Packaging and Delivery" is probably the most neglected, offers more opportunities for sales development, needs critical appraisal first.

Because it's in "Packaging and Delivery," depending on how they're handled, that most customers decide to take their business elsewhere or come back for more, Chapter One in "DO IT NOW . . ." will cover the subject. With it, you'll find out

**What You're Doing and Should Be Doing
About Such Business-Builders as**

• button tags • bundle stuffers • bagging techniques and materials •
call office conveyors • sorter devices • storage • drivers' racks
• drive-in windows • split counters • car hops • trucks and their ap-
pearance . . . and much, much more

IN FUTURE CHAPTERS, YOU'LL FIND OUT AS MUCH ABOUT

FINISHING AND INSPECTION (August)

MARKING-IN, CLEANING AND SPOTTING (September)

SALES PERSONNEL, ROUTE AND COUNTER (October)

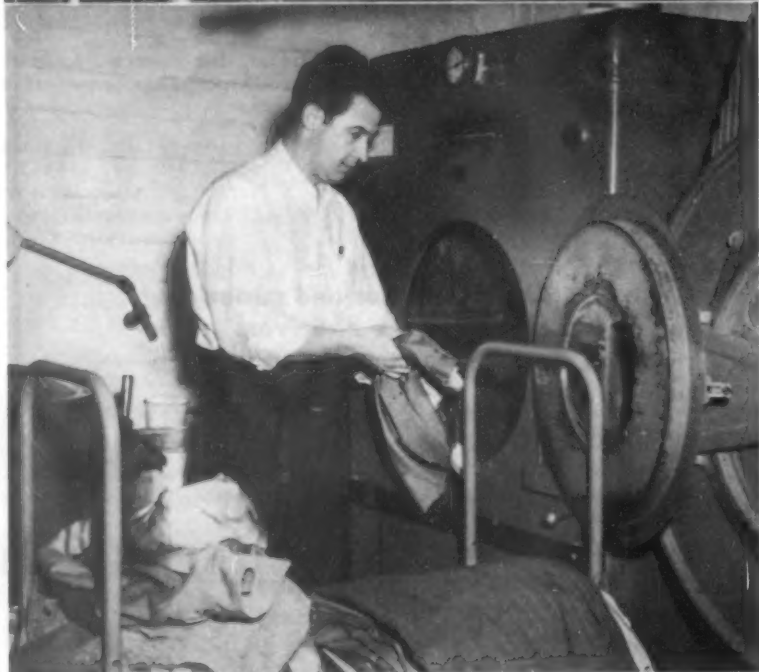
OTHER PROFIT OPPORTUNITIES (November)

ADVERTISING AND BUDGETING (December)

**WATCH FOR "DO IT NOW . . ." THROUGHOUT YOUR ENTIRE OPERATION, IT WILL GIVE YOU
COMPLETE BLUEPRINTS FOR SPOTTING LOST BUSINESS AND DOING SOMETHING ABOUT IT!**

National **CLEANER & DYER**

305 East 45th Street, New York 17, N. Y. — OREGON 9-4000 — ABC/ABP



Top: At second branch plant manager Zerral Squyres assures quality by unloading washer in cleaning room. Bottom: Twenty-minute cycle in low-temperature tumbler produces softer garments. They are odorfree, thanks to new type of petroleum solvent

Continued from page 64
are worked out. At the local level each plant manager works with his own personnel to help them produce a better garment.

The plantowner has trained each manager to handle every job in the plant. By working in each department the manager is capable of installing systematic procedures that assure customer satisfaction.

Standardization of work in each plant commences with a good system of marking and classifying. Garments are classified into lights or darks and separated before cleaning. Every garment is prespotted. Garments are marked in a lot consisting of 50 orders regardless of whether the load is silk or wool. Each lot is cleaned as a unit before the next lot is started. Employees know exactly what the produc-

tion is for each particular day. This assures a uniformity of work through the finishing units regardless of the type of garment.

Both plants are equipped with a 30-by-48 metal washer. Although the capacity of the washer is 50 pounds, special care is maintained to underload the washer for maximum results. Tumblers in the plant are set for low heat temperatures to further insure quality work. A temperature reading of 100 to 120 degrees eliminates setting of stains and helps to soften garments during each 20-minute drying cycle. Use of the latest type petroleum solvent permits this fast drying, even at low temperatures.

Finishing standardized, too

Standardized finishing processes are also carried out in each plant. For instance, sweaters are individually carded on a table. Skirts are finished on a finishing board. No mechanical pressure is applied to skirts processed by Northside Cleaners. This eliminates unsightly seam marks that might show after pressing. Suede brushes are used in the finishing of cashmere coats. This special process removes knots in the fabric and gives the garment a velvety feel.

Total volume for Northside Cleaners runs around \$4,500 per week. The two shopping-center plants account for approximately two-thirds of the total volume. The balance of the volume is produced in the cleaning unit at the shirt laundry.

The shopping-center plants average \$1,100 per week in drycleaning and \$300 per week in shirts. Shirts are fed back to the main plant for processing and returned on a daily shuttle service to the branch plants.

The plantowner pays straight salary to each manager rather than an incentive system. With diverse operations including overlapping of work in the plants, group incentives are not practiced at the present time.

Well-organized staff

The organization operates with 37 people. The shopping-center plants employ six people plus the manager, the pickup station employs four people, with 17 employees at the main plant in both the laundry and drycleaning departments. Part-time employees fill in when needed in any of the branch operations.

Training branch managers to supervise and operate their own plants leaves the plantowner with ample time to formulate plans for future expansion of the organization in the months to come. # #



CISSELL QUALITY

KNOWN THE WORLD OVER

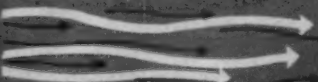
— built into CISSELL DRYERS



8-STAGE HEAT CONTROL

Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 FIXED stages of heat assure that temperature is positively maintained—and every drycleaner knows how important that is!

DELIVERS 3200 cu. ft.



FAST DRYING

Cissell Dryers in all sizes deliver large volumes of air for fast drying and complete deodorization.

OF AIR PER MINUTE

42" x 42" SIZE

- Get years of dependable service
- Get drying at its best

Cissell Drycleaning Dryers are modern in cabinet design. Install them side-by-side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than one minute. Double walls provide extra strength . . . **KEEP HEAT IN BASKET.** Perforations in basket shell are extruded to provide smooth surface. Air filters are standard equipment on 42" x 42". Every feature is a Cissell quality feature—known the world over.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber



*Large basket shaft in Gear Reducer supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

CISSELL



Planned Prestige That Pays*

By RICHARD K. FOX

Fox Cleaners, Dayton, Ohio

THERE ARE SO MANY important phases of our business . . . from the technical aspects of the cleaning operation to financing and employee relations . . . and all of them are extremely important. Yet so many of these problems revolve around this matter of prestige . . . or, very simply, "what people think about us."

A number of years ago we came to the conclusion that there were two ways we could become recognized as topnotch cleaners. We could keep on performing a really good service and gradually build up a clientele that would, in itself, mean prestige and more business . . . or we could develop a program of "Planned Prestige That Pays."

About 10 years ago, before our more recent expansion, management was aware of the value of advertising and promotion, but the big problem was, what would come first? Should we hatch out an advertising and promotion plan, or spend all our time keeping the business operating properly?

We felt that we had to do *both*. So, after a little while an advertising agency was called in. This agency is still with us, and has been since our first ad appeared in the newspaper.

The first lesson we had to learn was the value of *consistent* advertising. This was a rough one, but we finally condescended to spend a little money over a period of several months on a trial basis only.

In developing the ads we ran into a number of schools of thought within our own management group and the majority decided on a bold type with hard-sell copy.

In these early efforts, the price and weekly special were boldly incorporated. At the outset, both the agency

and myself much preferred a higher type institutional ad that we hoped would attract the so called "carriage trade," but this didn't come along till later. There actually was not much effect felt from these first bolder type ads. In fact, we were all wondering if maybe we weren't trying to hatch out a china egg. Then shortly a few obstacles were overcome and our agency went to work concentrating on a higher type ad with class appeal.

The ads of later design feature generous use of white space . . . an expensive item, but well worth it. The ad stands out from the usual screaming bold ads like a well-dressed lady in a poolroom. The screaming ads are like the little boy who cried "wolf." After a while nobody pays any attention to them.

These ads, while they usually cover different subjects, have an easily identifiable format. However, from time to time a series of ads of this type appears over a period of three to four weeks. These are devoted to the same subject, but are differently illustrated.

Prestige ads resultful

As time went on and our understanding of the promotional problem progressed, this form of consistent advertising began to have a cumulative effect that was reflected in more business, and in a higher grade of business.

The position of the ads in the paper is, we feel, also of very great importance. These ads run every Sunday on the women's page of the society section of the *Dayton Daily News*. We are now completely convinced that, by and large, today's modern women both direct the family cleaning and hold the purse strings . . . which is the basis for selecting this position.

At least twice a year we run full pages for more impact and prestige. A full-page ad, for instance, run on Easter Sunday, was both institutional and timely. It caused quite a bit of comment and convinced us that the hundreds of dollars spent made many new friends. It was, in fact, so well received that now, on every major holiday, such as Thanksgiving, Christmas, Easter and others, our ad is

usually devoted to a sedately conceived message and a logotype to identify our service.

The best advertising in the world can't sell a slipshod job at the plant. *The advertising must be backed up with the finest cleaning possible*, or the business will eventually slip. This means, quite simply, that you must do what the advertising says and reflects. It all adds up to a formula that states: "Selecting the *right* agency that designs and plans the *right* promotions, plus management selecting the *right* personnel and training them to do their jobs *right*, equals an all-star team that is very hard to beat, even in a business as heavily competitive as our own."

Prestige service promoted

We have also another approach to merchandising . . . a distinctive or de luxe cleaning service. The phrase "hand custom" was coined to describe this service and a special illustration was designed to identify it. This illustration has been used in almost every ad since its creation, and sales on this service are ever increasing.

Other forms of advertising have also been used or considered. Radio has been discussed and will, no doubt, be used in the future as part of a saturation program. But it is felt, at this time, that newspaper advertising, used in conjunction with other forms of promotion, is the basic foundation.

Next, there is our TV program, which is called the Jana Demas show. The program is used once a week and has an interview approach with a personal touch. In it we comment particularly on all types of new fabrics and also give information we feel will appeal to both men and women.

Before we get into the next phase of our "Planned Prestige" program, let me mention that our expansion has been quite satisfactory, from 4 employees in 1947 to 55 today . . . plus the fact that we have added two entirely new services.

Along with this service a tag was designed and printed. These tags are used on garments that are hand-custom-cleaned, or where we must exercise particular care, where an expen-

* From a talk at the Forty-ninth Annual Convention of the National Institute of Drycleaning, Miami, Florida.

Mr. Drycleaner:

...do as your customers do—

LOOK TO THE QUALITY OF YOUR FINISHING

*get a soft, no-shine finish
easier, faster with a*

CISSELL FORM FINISHER

Meet your customers demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully on the FULLY AUTOMATIC Cissell Form Finisher. The Cissell Time Switch permits operator to do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position.

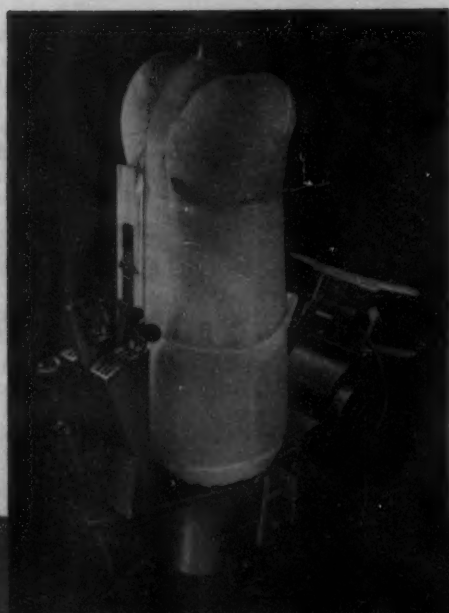
Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.



LEVER ADJUSTED NYLON FORM

CISSELL BUILT TIME SWITCH

CISSELL FORM FINISHER includes one set of #11 Sleeve, one set of #24 Sleeve, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.



- * No Foot Pedals
- * Fully Automatic
- * Air and Steam at the same time
- * Controlled Air Pressure

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson
Blvd., Los Angeles. Foreign Distributors
write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber

CISSELL

sive suit or dress is involved and it is felt that the garment should be hand-custom-cleaned.

Packaging, too, must be carefully considered. We use a polyethylene cover for the exclusive hand-custom work, with the hand-custom identifying cut on its front.

Good plus advertising is valuable from time to time, also. Items like our windproof lighter and handy little desk calendar can win friends, help sales and keep your company's name out in front.

By the time our promotional program had developed this far it had consistently proved its value. Favorable national publicity in publications such as *Cleaning and Laundry World*, *NATIONAL CLEANER & DYER*, *National Research Bureau*, *American Dry-cleaner* and most recently the *NID Reporter*, as well as other trade papers, relieved any doubts that might have remained that this program of "Planned Prestige" was at least headed in the right direction.

A full-page ad was run to announce our new services . . . storage and shirt laundry. Along with this page a little brochure describing our new services was made up to be included in the mail with our charge-account statements, and to be handed to customers over the counter and by the route salesmen.

Packaging again was a matter for careful consideration, and the new shirt service featured a crushproof box and individual imprinted cellophane wrappers.

Another brochure was used primarily for salesmen as a door opener, as well as a mailer and counter piece.

Program has many phases

The program of "Planned Prestige" goes far beyond printed pieces and advertising approaches . . . it has to, to be truly effective. Let me run over a few of the other things we do briefly, just to illustrate how every bit of promotion is integrated into the actual activities of the organization.

Plant tours are conducted regularly throughout the year with various groups participating. The care with which the customer's garments are treated is pointed out to the visitors, such as putting the shoulder board and tissue paper into place, or carefully covering an article with a hand-custom-imprinted polyethylene garment bag.

Merchandising the call office by using neat chrome card holders, shirt stands and fabric display rings . . . and changing these displays frequently . . . is also of importance to us. In making up such displays we try to

use good taste and modern simplicity to avoid any cluttered look.

Practical plant layout makes for maximum production in the shirt finishing and wool finishing departments and top efficiency in the spotting, inspection and check-out departments. A clean, well-lighted, well-ventilated plant with pleasant and practical surroundings is almost a necessity in achieving good workmanship and efficiency.

The extra touches are important, too. We even have an air-brush artist air-brush a garment with textile colors, a procedure which saves a good many dollars in claims every year, wherever it is possible to use it.

Employee relations a part

Just as the "Planned Prestige" program envisions customer goodwill, it also includes a healthy approach to employee relations. For example, our plant's coffee bar is very much appreciated by the employees on cold, blustery mornings . . . and by our visiting salesmen, as well.

Printed material is used in this phase of the program, too. A pamphlet is mailed to all employees once each week, packed with everyday horse sense and sound psychology. The name of the mailer is "Your Mental Attitude" and the consensus is that it has been very well received.

Every time an employee has a birthday, a box of candy is sent to him at his home. In addition there is a big birthday party once a month in honor of all employees having a birthday during that month.

We also have a company-owned cabin located in Gaylord, Michigan. This facility is used by employees on vacations and hunting and fishing expeditions and, during this past month,

one couple even honeymooned there!

All of these things, plus the conduct of regular business, make for rather a busy day, but certain operations are so *very important* that they must be done regardless of how busy your day might be.

The key to this business of ours is, after all, customer service. We try very hard to make these services as complete as possible. For example, we have had spotting techniques demonstrated to Ralph Donenfeld, owner of Donenfeld's department store. This is invaluable in creating and maintaining good department store relations.

Again, we have discussed some common fabric problems with Norman Thal of Thal's Women's Store. This type of counsel is time-consuming but rewarding indeed in good store relations. The effect is cumulative and more and more people are calling our plant every day for advice on the handling of all types of fabrics.

I can tell you that the results of this type of service have been very good for us. While I am still on the subject I would like to take this opportunity to thank the NID for the wonderful help and the wealth of information on new fabrics that are contained in their monthly bulletins.

To sum up . . . the results of our over-all "Planned Prestige" program have been excellent. We have realized a substantial gain in volume that has meant a gain every year since we started in 1947 and which has averaged a whopping 22 percent.

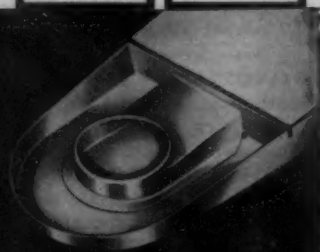
Naturally, such a program cannot be the entire answer for all drycleaners. However, we do know that the formula has worked wonderfully for us up to date. We hope it will continue to work in the future and really make Fox Cleaners a "name to remember" in Dayton, Ohio. # #



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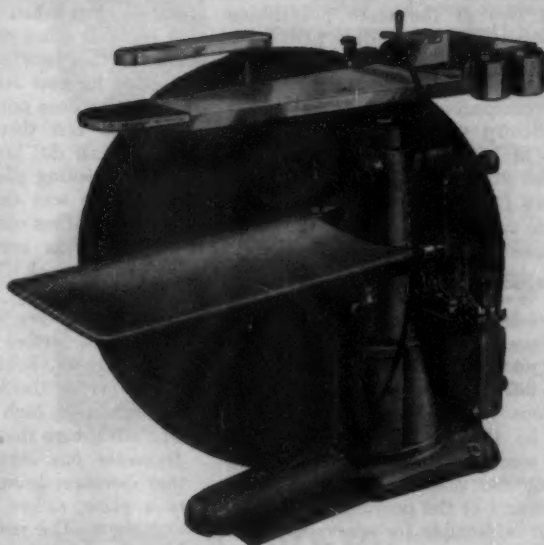


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POWERFUL CONCENTRATED VACUUM . . . on tips of both spotting board and swinging sleeve board — keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled — its white surface enables spots to be seen with ease.

Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.



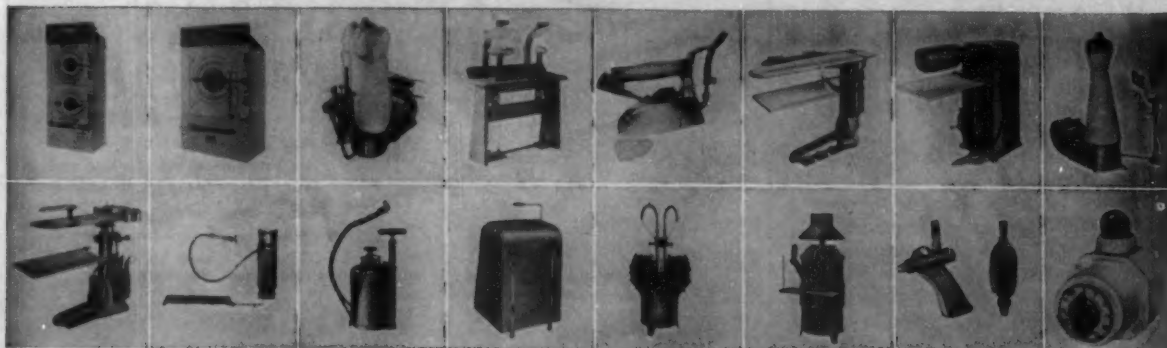
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A Visit to America

German drycleaners study New York plant operations

By RICHARD VINOCUR

TWO GERMAN DRYCLEANERS recently paid a visit to America in an effort to pick up some tricks of the trade and to get a better perspective of the industry. We were fortunate enough to interview one of these gentlemen and got an interesting view of conditions across the seas.

Horst Klug and Rudolph Schirp, both aged 28, decided that their businesses needed some improvement. So, being two of the more progressive cleaners in Germany, they planned a trip to view some of the leading operations in the United States.

In comparing the two industries, Mr. Schirp pointed out the various items of legislation in Germany that present stumbling blocks to the plantowner. Labor is scarce and wages high in comparison.

Burdensome labor laws

One law the plantowner must cope with says that all workers absent from work more than four days must receive 90 percent of their wages the previous week. Thus if a person is paid by the piece he will work the busy weeks and take off from the job during the slow periods. Receiving 90 percent of the previous week's salary, it is possible for an employee to make more money by staying home than he could working. On the other hand, workers paid by the hour work the light weeks and are absent when the work piles up.

Another German law decrees that expectant mothers cannot be released from their jobs until they give birth. Plantowners must also have reclining chairs for the mothers-to-be so they may rest whenever they wish. This could lead to a definite problem for the plantowner as it did for Mr. Schirp. One girl in his plant was three months pregnant when this law was passed. She ordered her reclining chair and took a six-months paid vacation—and there wasn't a thing Mr. Schirp could do.

Another labor handicap is the fact that although teen-agers are paid lower wages than adults, a national law requires any employee under 18 to be given three weeks paid vacation. Therefore a plantowner cannot employ too many teen-agers without

throwing his production schedule out of line.

One blessing that American plantowners probably take for granted is the plentiful supply of wire hangers. Since they are not available in Germany, Mr. Schirp must buy wooden hangers, costing about 25 cents each. Garments are placed on these hangers in the main plant and are delivered to the 80 call offices in Mr. Schirp's operation. But when a customer comes to the call office to pick up his garments, they are removed from the wooden hangers and draped over his arms. This does not make for a happy customer but there is nothing the cleaner can do, because of the cost.

After visiting plants in New York, Mr. Schirp was amazed to find that some Americans often send their suits to the cleaner every other week or even every week. "If we get one customer's suit twice in the same year, we are doing very well," he explained.

All these factors play a role in determining Mr. Schirp's base price of \$2.25, one of the lowest in Germany but extremely high by our standards. One advantage that the German laundryowner has over the American is that Germans bring all soiled clothes to a plant, rather than just flatwork and shirts. The reason for this is the lack of automatic washers in Germany. Schirp's Laundry and Cleaners handles about 13 tons of laundry each

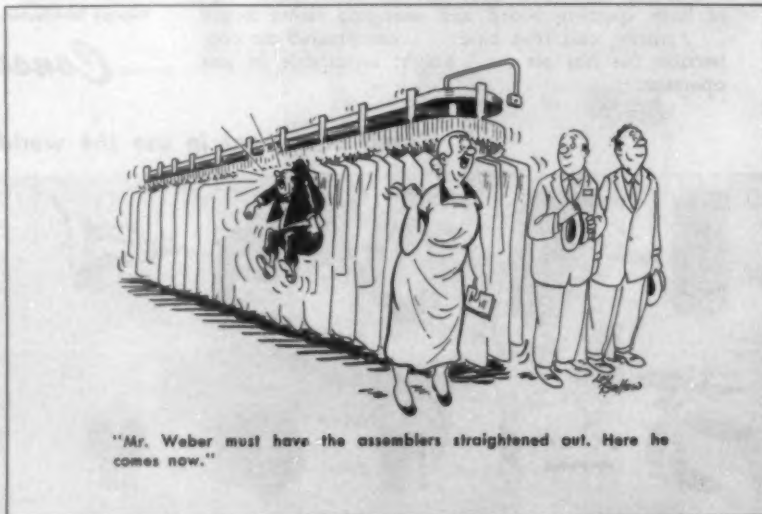
week and about the same amount in drycleaning.

What has Mr. Schirp learned from his trip to America? There are so many things that he can't name them all. In fact, the two men planned on spending time in New York, Pennsylvania, Ohio and Canada. But after only the first two days, the visitors were so overwhelmed that they found they had a problem. There was so much new they couldn't digest everything. They had taken movies and still pictures of all they saw, but they wanted their observations in writing. So the second evening of their visit they sat down and noted all they had learned, the improved layouts, better merchandising schemes, public relations techniques and production aids.

Profitable trip

As soon as Mr. Schirp gets home, he plans to rearrange his plants and improve his layout according to American standards. He also feels that several efficiency methods he observed here will enable him to cut his labor staff down from 100 to 70 employees.

"Yes, it has been a very profitable trip and well worth our while," summed up Mr. Schirp. "We have learned very much here. Americans," he concluded, "are good businessmen." # #



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Protective Industrial Hand Cream. Recommended for all persons who work with chemical solutions. Contains Silicone which forms a protective shield resisting penetration of chemicals. Also contains Lanolin which replaces the natural body oils. 8 ounce jars or case of 24

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Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.



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Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



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Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.



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Warco grease and paint remover is soluble in cold water. Paints, tars and oils are gone in a flash. G and P removes paint from automobiles. Widely used in dry-cleaning and laundry plants. By the gallon or case of 6 or 30 gallon drums.



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N.I.D. NEWS



First West Coast Course: The forty-fourth management course offered by the National Institute was the first to be given at another site than its Silver Spring headquarters. Held in Berkeley, California, the course was completed on March 3 with 11 students.

From left to right in the front row: Robert L. DuBois, Hess DuBois Cleaners, Stockton, Calif.; Emile L. Thomas, Jr., "G.F." Thomas Drycleaners, San Francisco, Calif.; Arnold Gillen, Beacon Laundry & Cleaners, Murray, Utah, and Robert Lofton, Blythe

Laundry & Cleaners, Blythe, Calif.

Back row: Lowell J. Benson, Benson's Campbell Cleaners, Campbell, Calif.; Irvin L. Pressman, French Art Cleaners, Oakland, Calif.; Carl Maffioli, Jr., X-L Cleaners, Anaheim, Calif.; William Milo Fannin, Murray Laundry & Cleaners, Murray, Utah; Anton E. R. Shepherd, Excelsior Cleaners & Dyers, Salt Lake City, Utah; Garth Showalter, Fashion Cleaning & Shirt Laundry, Salt Lake City, Utah, and Richard H. McAdams, Cleanatorium Cleaners, Richmond, Calif.



Complete General Course: The 101st general course offered by the National Institute of Drycleaning was completed by 27 students on March 28. Top man in the class was William F. Beckman of Beckman's Cleaners, Kankakee, Ill. He won the John P. Gray Memorial Scholarship to NID's four-week course in drycleaning plant management.

Shown from left to right in the front row: Ciro Taormina, Awrey Cleaners, Detroit, Mich.; Marshall Falk, Custom Cleaners, Buffalo, N. Y.; Edgar V. Wheeler, Fast Service Laundry and Cleaners, Roanoke, Va., and Peter B. S. Johnson, Johnson Brothers Ltd., Bootle, Lancashire, England.

Second row: Kenneth R. Galloway, Burtol Cleaners, Brantford, Ont., Canada; Thomas E. Soland, Westhope Dry Cleaners, Westhope, N. D.; Edward J. McElmoyle, Ned's Cleaners

and Furriers, Jim Thorpe, Pa.; Terry E. Phelps, Luellens Cleaners, Muscatine, Iowa; Humberto Zaragoza, Tintoreria Elite, Guadalajara, Mexico; Robin F. Marston, Whitefield Launderers and Cleaners, Inc., Newburyport, Mass.; Albert F. Nash, Nash Cleaners, Pittsfield, Mass. and D. Tredwell Harrison, Peerless Launderers and Dry Cleaners, Monson, Mass.

Third row: Arthur J. Fischer, Marcylene Chemical Corp., Buffalo, N. Y.; William F. Beckman, Beckman's Cleaners, Kankakee, Ill.; Robert L. Wehr, Barnesville Dry Cleaning, Barnesville, Ohio; Carleton M. Beals, Town and Country Cleaners, Wareham, Mass.; R. S. Walker, Max I. Walker, Inc., Omaha, Neb.; Murray Naparstek, New Era Cleaners, Inc., Bronx, N. Y., and George E. Baran, L. E. Wesselman, Inc., Buffalo, N. Y.

Fourth row: Earl Pearlman, Bell

Dry Cleaning Company, Canton, Ohio; Clayton G. Emkey, Regal Laundry and Zoric Drycleaners, Baltimore, Md.; William Waite, Peacock Cleaners and Launderers, Decatur, Ill.; William M. Wagg, Wagg's Laundry & Dry Cleaners Ltd., Barrie, Ont., Canada; Orlin M. Goble, Esquire Dry Cleaning Corp., Hato Rey, Puerto Rico; Thomas J. Kennedy, Jr., Twin City Laundry, Hingham, Mass.; Domenick Tagliatela, Joseph Guss & Sons, Washington, D. C., and James R. Machesney, Congamond Cleaners, Southwick, Mass.

##

Five Complete Management Course: Five students from four states and England completed the forty-fifth management course offered by the NID. Classes began April 7.

The students were Jerry E. Phelps, Luellens Cleaners, Muscatine, Iowa; Sands Johnson, Johnson Brothers (Dyers) Ltd., Bootle, Lancashire, England; Bill Beckman, Beckman's Cleaners, Kankakee, Ill.; Bob Wehr, Barnesville Dry Cleaning, Barnesville, Ohio, and Ciro Taormina, formerly of Detroit, who will open a new plant in Burbank, Calif., later this year.

##

Polyethylene Precautions: Polyethylene—what it is, how it performs—is the subject treated in an Institute news release aimed at consumer publication. The release notes the invention of this plastic sheeting in 1933 by an Imperial Chemical scientist in England. When the insulating properties of polyethylene were discovered, the material was put to many uses, from children's toys to interlinings in sports jackets and packaging materials.

The Institute points out that the use of polyethylene in garment and household items is not always disclosed. The material is easily affected by heat in drying and finishing. If it is known that a garment or other item contains polyethylene, the drycleaner should be informed.

When clothing or household items in polyethylene bags are stored in drawers or closets, consumers are warned not to seal the bags. Difference of temperature between the inside and outside of the bag causes condensation of moisture that may result in mildew and rust stains from metal trim or pins.

NATIONAL CLEANER & DYER

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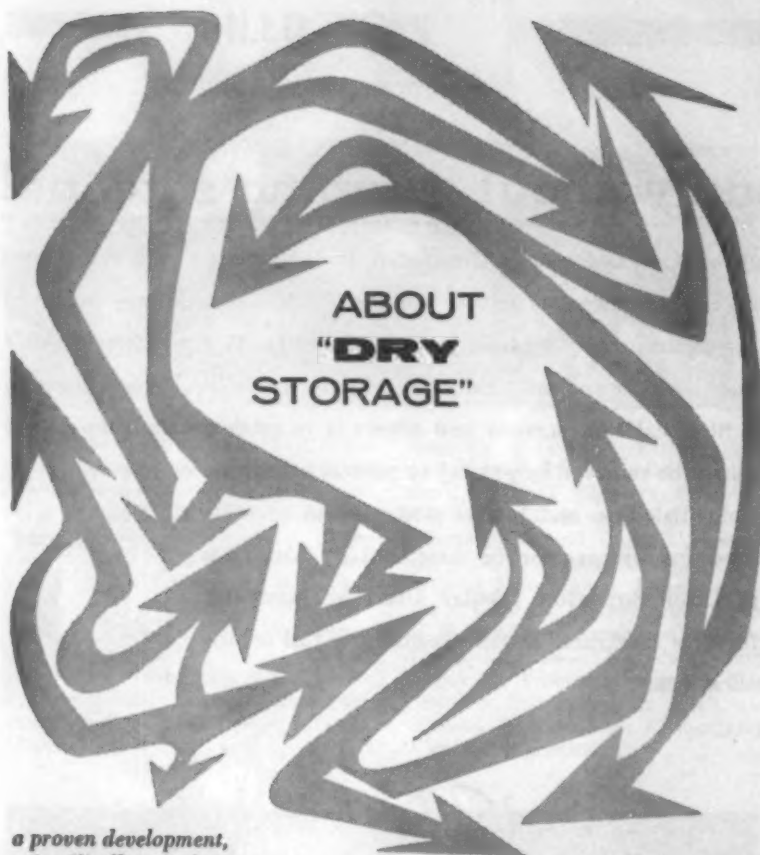
Now, messy, time-consuming scraping of screens has been eliminated. In fact, there's no need to even remove them. Or anything else for that matter. Olson Superflow tubular filters, with specially designed "straight-through" screen openings, are automatically cleaned in 1 to 3 minutes. ■ Operation couldn't be simpler. Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.



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ALM-OL-4

June, 1958



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ASSOCIATION NOTES

AIL Fights Wash-Wear Resin Problem: In the rush to capitalize on the popularity of wash-wear and drip-dry garments, some manufacturers are flooding retail shelves with chlorine-retentive products that are not laundable. This was emphasized by Ward A. Gill, director of trade relations for the American Institute of Laundering, at the group's recent convention in Chicago and summarized in the AIL's Special Report No. 239.

A serious problem has arisen be-

cause many of the resin finishes being applied to cottons going into shirts, blouses, work clothes and other items are chlorine-retentive. This means, according to Mr. Gill, that some resins applied to the fabric attract and chemically unite with chlorine from hypochlorite bleach. No amount of rinsing will remove it. But when exposed to normal laundry drying in tumblers or on presses, the heat releases the resin and chlorine combination in the form of hydrochloric acid, causing all de-

grees of damage from yellowing to complete deterioration of the fabric.

Through its laboratories, AIL is working with as many manufacturers as possible to help them put out a product that is truly washable in the professional laundry. It is awarding its Certified Washable Seal to those products that can be satisfactorily finished in the professional laundry.

The AIL advises its member laundries to submit for laboratory analysis those items resulting in customer claims and to keep informed by reading AIL literature on this situation. Members are also requested to use bundle inserts and other material prepared by the AIL to explain this problem to the consumer and pass this information along to local retailers, women's groups and civic clubs.

##

Editor Addresses Group: "Don't forget the consumer in operating your businesses," counseled Art Schuelke, editor of *The National Cleaner & Dyer*, at the Mohawk Valley Launderers and Dry Cleaners Association annual banquet held April 24 in Rome, N. Y. Editor Schuelke was the guest speaker for the evening.

The banquet was under the chairmanship of Paul T. Hugenin, a director of the New York State Launderers & Cleaners Association, Inc. Eighty association members and guests were present including Paul J. Rickett Sr., president of the state association, and Wayne E. Smith, president of the Mohawk Valley group, who presided.

##

Pennsylvania Notes: An educational program designed for the plantowner, key employees, department managers and others wishing specialized information is being jointly sponsored by the National Institute of Drycleaning and the Pennsylvania Association of Dyers and Cleaners. This is the first time such an educational program has been brought to Pennsylvania. The first of three two-day conferences will be held at the Redington Hotel, Wilkes-Barre, June 7 and 8.

The other two sections of the educational conference will be held at Pittsburgh, probably in early September, and in Williamsport in January 1959. Conference subjects at these meetings will cover supervisory techniques, current garment and fabric problems, plant layout, spotting and wetcleaning, the drycleaning room, leather cleaning and dyeing, silk and wool finishing.

August 11 has been designated Pennsylvania Day at the National Institute of Drycleaning and all Pennsyl-



L. BRAHN, R. C. LAWCH AND L. LAWCH of the New Method Service Co., Inc.



THE NEW METHOD SERVICE CO., INC. in Staten Island, N. Y.



THIS NATIONAL SYSTEM mechanically certifies each claim check and assures proper records.

"Our *National* System
saves us \$1,950 a year...
pays for itself every 11 months."—New Method Service Co., Inc.
Staten Island, N. Y.

"Our new National System makes it possible for us to provide our customers with faster, more efficient service," writes L. Lawch, President of the New Method Service Co., Inc. "In this way our National has greatly increased customer good will for our store.

"Our National makes important time-savings for us by certifying each claim check on the register at time of transaction. And it saves money for us, too, by eliminating cash shortages. Separate clerk's

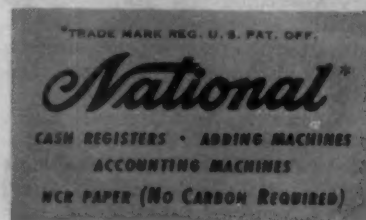
totals and a separate cash drawer for each clerk enables us to locate discrepancies immediately.

"By increasing our record-keeping efficiency and reducing operating expenses, our National System saves us at least \$1,950 a year, pays for itself every 11 months!"

Lois Lawch
President of the
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Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)

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vania drycleaners are invited to visit national headquarters as a group. NID-PADC members and nonmembers are welcome.

Additional appointments to the PADC board of directors are: for District 2, Peter Grimes, Master Garment Cleaners, Kingston; District 3, Henry Borchardt, Real French Cleaners, Hummel's Wharf; District 6, Clyde A. Betz, American - Footers Cleaners, Pittsburgh; District 7, Anthony Fragale, Clarion Dry Cleaning Co., Clarion; Karl Israelson, Union City Cleaners, Union City; Clyde W. Peabody, Peabody Dry Cleaning Co., Greenville; Arthur L. Smock, Smock Cleaners, Sharon.

##

Ohio Launches Business Bulletins: A management-sales bulletin service has been instituted by the Ohio Drycleaners Association. The purpose of the monthly bulletin is to keep members abreast of the times with information, ideas and suggestions for a total merchandising program.

Volume 1, No. 1, dated March 1958, gives "Profits depend upon people" as the theme for the month. It suggests special promotions for March, selling sentences, meetings of sales

and production personnel, and offers a public relations schedule for the month. It also includes information on various fabrics and on water-repellent treatment, and lists sources for information on these subjects.

##

Election Returns: Jerry Wilder, Model Drive In Cleaners, Williston, has been elected president of the North Dakota Laundry and Dry Cleaners Association. Chosen as vice-president was Edward Tietgens, Park Laundry, Fargo. Harold Reed, Reed Cleaners, Fargo, was elected secretary and treasurer. Elected to the board of directors were Eugene Wilhelm, X L Cleaners, Dickinson; Ted Meyer, Minot Steam Laundry, Minot; Gladys Agrest, A B C Cleaners, Devils Lake; Harold Meyer, Model Laundry & Cleaners, Fargo.

At a meeting of the Central District of the New York State Launderers & Cleaners Association, Inc., the following new officers were elected: president, George De Carlo, Modern Craft Laundry, Schenectady; vice-president, Arnold Smith, Robinson & Smith, Gloversville; treasurer, Al Strait, Snow White Laundry, Troy; secretary, Stan Heidenreich, Waterville Laundry, Albany.

The Dry Cleaners Institute of Detroit has elected Paul Lansat, Ridley-Flash Cleaners, president. Other new officers are Donald Rissman, Indian Village Cleaners, vice-president; Loren G. Farrell, executive director and secretary; Paul Russo, Grosse Pointe Valet Cleaners, treasurer, and Harry Rosman, Famous Cleaners, board chairman.

Raymond Sowards, Mickaluck Cleaners, was elected president of the Southside Dry Cleaners Association of Los Angeles, Calif.

The Tallahassee, Fla., Launderers and Dry Cleaners Association has elected Murray Crowley president. Elected to serve with him for the coming year were T. C. Fortson, vice-president; Frank Wollschlager, treasurer, and C. E. Williams, secretary.

##

New York Activities: The annual spring dinner of the New York State Launderers & Cleaners Association, Inc., was held April 17. The speakers were Dr. Persia Campbell, Albert E. Johnson and Vic Dalgoutte, with President Paul Rickett presiding. All districts were represented with the exception of the Frontier and Genesee Valley.

The fall convention will be held September 11 to 14.

##

Membership Contest: The Illinois State Drycleaners Association will give awards to the three allied tradesmen who secure the greatest number of members for the Association in a contest running until November 1958. The awards will be made at the ISDA annual dinner on November 29.

##

Pricing Survey: A survey of the methods of pricing various garments in the St. Louis area was made during February by the Associated Laundry Owners of Greater St. Louis, The Dry Cleaners Guild of Missouri, Inc., and the St. Louis Dry Cleaners Exchange. A special nine-member Information and Education Committee was appointed from the three organizations. About 200 forms were returned of 600 sent out requesting cleaners in the St. Louis area to fill in their prices for various articles.

The committee made a report on March 23 at an educational clinic held by the three organizations. From the different ranges of prices gathered from the survey a suggested formula for pricing unusual garments for drycleaning was given.

NEW CHEVROLET LOAD HUSTLERS— DESIGNED FOR STYLE AND SAVINGS!

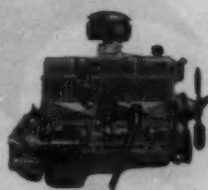


STYLE LEADERS!

Here are trucks you'll be proud to put your name on! Chevy's high-style appearance will make you look good wherever you go . . . and your business is bound to benefit! And it's practical styling that pays off in extra utility. Handsome new Fleetside bodies, for example, are double-walled where it counts. They take a beating from cargo and still keep their good looks. And they offer the biggest loadspace of any comparable low-priced pickup. Thrifty Chevrolet Stepside pickups offer 78-, 98- and 108-inch bodies. If your job calls for a panel, you can choose from models with eight- and ten-foot bodies and G.V.W. ratings up to 7,400 lbs. Or, for door-to-door deliveries, consider Chevrolet's new Step-Van. This fast-working Forward Control truck comes complete with 8-, 10-, or 12-foot walk-in body. Chevy's got a handsome answer to your light-duty hauling needs!

BIGGEST SAVERS!

The standard engine in all these Chevrolet trucks is the most popular dollar-saver in the history of hauling—the latest edition of Chevy's Thriftmaster 6. It delivers 145 h.p., has 235.5 cu. in. of displacement, reliable valve-in-head design, high 8.25 to 1 compression ratio and many more budget-minded features. Or choose the optional Trademaster V8 with 283 cu. in. of displacement, short-stroke design and hydraulic valve lifters for stay-on-the-job economy. Rugged, dependable axles and smooth, efficient transmissions help keep your Chevy saving on the job, too. Make it a point to get the whole Chevy story from your nearby Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



CHEVROLET TASK-FORCE TRUCKS

LEGAL DECISIONS

Route "Owner" Contract

A laundry company routeman, under contract as being the owner of the route served by him as well as the vehicle he used in servicing his customers, was discharged before there was a settlement of accounts. What was the nature of the legal relationship, mutual rights and liabilities existing between the routeman and the laundry company?

The case was decided some years ago by the California District Court of Appeal. (*Puritas Laundry Co. v. Green*, 15 Cal. App. Rep. 654.) But the court's decision would fully apply to the same relationship existing between a drycleaner and "owner" of a route.

The laundry company sued to recover a balance claimed to be due on a settlement of accounts with the defendant, formerly employed by the company as routeman. A written contract provided that the company would launder all articles furnished by the defendant, the plaintiff agreeing to pay the defendant \$5 weekly

plus an amount sufficient to equal a commission of "30 percent of the gross charges made by the laundry company for the laundry work furnished by the defendant." Other clauses of the agreement required the company to reimburse the defendant against all claims for losses or damages established by customers, and bound the defendant to make a full settlement of his accounts within two weeks after ceasing to do business with the company.

The Court of Appeal said:

"As we construe the contract, it imposed upon defendant the primary obligation of paying for the laundry work done. . . . Considering the contract as a whole, we are clearly of the opinion that there was no relationship between the laundry company and those who entrusted their laundry to defendant for the purpose of having the same laundered, but that the intent of the parties was that plaintiff should look solely and alone to defendant for all charges for all laundry work done by it on laundry delivered by the defendant, and that the defend-

ant should pay therefore the prevailing schedule rates, and on the fifteenth of each month he should make settlement in full for all work done during the preceding month. The fact that the plaintiff was required to pay the defendant 30 percent of this gross amount in no wise affects the interpretation that should be placed upon the latter's promise."

The court recognized that if the defendant could have proved that the plaintiff had interfered in any way with the defendant's performance of the contract, there would have been a good defense to the suit, but the fact that the plaintiff discharged the defendant did not affect his duty to collect accrued accounts. He was discharged for refusal to renew a bond called for by the contract, and because he was actively engaged in organizing a rival laundry. On the latter point, the court said:

"Manifestly, when a 'servant' becomes engaged in a business which necessarily renders him a competitor, a rival of his 'master,' no matter how much or how little time he devotes to it, he has an interest against his duty. It would be monstrous to hold that the master was bound to retain the servant in his employment after he has thus voluntarily put himself in an attitude hostile to his master's interests." (*Dieringer v. Meyer*, 42 Wis. 311.)

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Dyeing *

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*Garments • Rugs • Household Fabrics...
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Write for trade price list or send a trial bundle.

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Send everything in same bundle . . . fast, dependable service all year round.

TRU COLOR DYE WORKS, INC.

24-47 44th St.,
Long Island City 3, N. Y.

Undelivered Goods Liability

What is the liability of an apartment-house owner for goods delivered to his employees for his tenants?

A decision was made on this question by a New York court in the case of 177 N. Y. Supp. 686.

A store company's deliveryman left a fur coat with the operator of an elevator in an apartment house. The tenant for whom it was intended never received it, and refused to pay for it. The store sued the apartment-house owner on the theory that delivery to the elevator man was in legal effect delivery to his employer.

Exonerating the apartment-house owner, the court said:

"It is of course a general principle of law that the acts of a servant cannot be deemed those of and chargeable to the master unless authorized by him. A servant cannot bind his master except as the master either expressly or by his acts empowers a

These Fine Plants Can't Be Wrong!

Brennan-Cohen Cleaners
Sioux City, Iowa

Leon's Cleaners
Red Bank, New Jersey

One Hour Cleaners
Akron, Ohio

LeBon Cleaners
Miami, Florida

Meeker Laundry-Cleaners
Milwaukee, Wisconsin

Spalding Laundry-Cleaners
Louisville, Kentucky

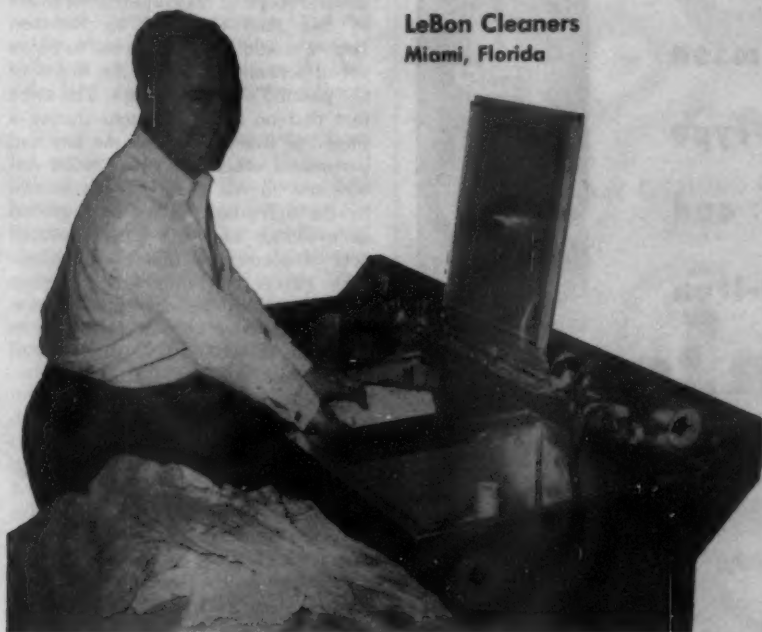
Flowers Laundry-Cleaners
Atlanta, Georgia

Fish Cleaners
Baltimore, Maryland

Bestgrand Laundry-Cleaners
Indianapolis, Indiana

Boyd's Laundry-Cleaners
Charlotte, North Carolina

Bund Cleaners
New Orleans, Louisiana



A few of the many with profitable UniMac installations.

Join them, because . . .

- You can offer UniMac Dryfold, a profitable service that brings in new customers. Increases drycleaning and shirt volume, too.
- UniMac is practical for fast shirt laundering.
- UniMac speeds the handling of wet cleaning and re-runs.
- UniMac pampers blankets and other specialties.
- UniMac individual washing eliminates customer loss claims. No marking, no netting, no sorting.
- UniMac is ideal for main plant and activating branch stores.

UniMac washes and extracts up to 120 lbs. per hour. Heavy duty and trouble free—requires little maintenance. Users say UniMac pays for itself out of savings.

Do It Now for Progress and Extra Profits!

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Company

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Lamson Unit-Type and Cast-Iron DRYSETS®



Full Line With Capacities From 1 to 250 Presses

Lamson research . . . Lamson engineering . . . Lamson progress enable us to offer you a complete line of unit-type and cast-iron Dryset Air Vacuum Systems. Unit-type capacities from 1 to 8 presses. Cast-iron capacities from 8 to 250 presses.

Since 1916, the Dryset line has been continuously improved and enlarged. As a result, today the Dryset you get gives you more air for faster drying in the exact capacity you need. No one else can honestly make this claim. Why don't you call your own Dryset dealer and prove it yourself.



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servant. The party who seeks to charge the master for the acts of his servant has the burden of proving authority adequate therefor in the servant. . . .

"It does not seem to me that the delivery of packages to the tenants, as part of the duty owing by the elevator man to the owner of the apartment house, can be said to be within the general scope of his employment to act as hall man and run an elevator. Rather would it appear to me to be an act of accommodation to the driver of the plaintiff's delivery truck. The mere fact that on other occasions during a period of five years this same boy had performed other acts of a similar nature not shown to have been known by the defendant cannot be regarded as evidence of other than repeated acts of accommodation to the plaintiff's driver. A different inference might properly be drawn in a case where deliveries are not permitted to be made direct to the apartments of the tenants."

Store Cleaning Contracts

What are some of the legal aspects involved in breach of contract?

A drycleaning firm contracted to operate a cleaning plant for a department store on the store premises. Before the term of the contract had expired, the department store cancelled it. The drycleaning firm sued for damages, claiming that breach of contract forced it to liquidate. The defendant department store countered with an offset claim for rent, value of garments that had been lost and cost of restoring the premises to their former condition.

The trial court dismissed the plaintiff's claim and awarded the defendant judgment on its counter claim. That decision was upheld by the Massachusetts Supreme Judicial Court.

The decision rested upon evidence showing that even if the defendant had not terminated the contract, the plaintiff was not in a financial position that would have enabled it to carry out its part of the contract for any length of time.

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by The NATIONAL CLEANER & DYER. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER
305 E. 45th St., New York 17, N. Y.

NATIONAL CLEANER & DYER

Continued from page 37

the basketball team bordered on the ludicrous. The smallest man on the squad was over 6 feet tall, while two of the men soar to an astronomical 6 feet 9 inches. And they are all built like beanpoles.

While the largest size suits had enough length, the girth was double the amount needed. The alteration jobs were major. In order to have the outfits ready in time, Irving Kleinfeld called in an extra tailor from the outside. He bore this extra expense cheerfully.

Much of his enthusiasm comes from his exposure to other public-spirited citizens interested in the accomplishments of the athletes. For example, there is Max J. Lovell, a director and counsel for the National Association of Shirt, Pajama and Sportswear Manufacturers. He is also an official of the AAU and a member of the United States Olympic Committee.

Through Mr. Lovell's efforts, garment manufacturers were induced to donate coats and trousers. While the neckties had to be purchased, they were supplied at cost. When Irving Kleinfeld heard that a charge was asked, he called a friend of his who is an official of the firm, in an effort to get the charge cancelled. It's just another example of Irving's public spiritedness.

In addition to the manufacturers, who cooperated willingly—except for the tie firm—another with an active interest is Don Ferris, who is Honorary International Secretary of the International Athletic Federation. He has retired as the secretary of the AAU, but now finds himself busier than ever in the international events run in co-operation with the State Department.

In such illustrious company, Irving Kleinfeld is doing a service for which the entire industry can be proud. # #



Uniforms are supplied to athletes for use during travels, then returned to cleaning plant for next group of participants

NEW

BRUNNER

SINCE 1906

AIR COMPRESSORS

DESIGNED FOR DRY CLEANING AND LAUNDRY USE



CONTINUOUS OPERATION
SINGLE STAGE
HORIZONTAL TANK MOUNTED

You can't afford to gamble with your compressed air supply. That's why both the manufacturers of dry cleaning and laundry equipment and dry cleaning and the laundry establishments depend on Brunner air compressors.

The new Brunner line was specifically designed for applications where the demand for air is constant, even under maximum load demands. These air compressors are for use in the lower range of pressures and are available in 1½ to 20 H.P. sizes. A constant speed unloader arrangement holds suction valves off their seats, and prevents compressor from taking in any more air while electric motor continues to run.

Brunner compressors give you the air for dependable press operation; are engineered for equipment use, as well as on the spotting board, for spray sizing and even water-repellent spraying.

IF YOU USE AIR, YOU'LL DO BETTER WITH BRUNNER

**WRITE FOR COMPRESSOR RECOMMENDATIONS
IN DRY CLEANING AND LAUNDRY USE**

BRUNNER DIVISION

DUNHAM-BUSH, INC.

UTICA, NEW YORK

Butler Holds Regional Meeting



Howard J. Martin, sales manager of the Dry Cleaners Equipment Division, Butler Manufacturing Company, Kansas City, Mo., recently held a special meeting for the entire Southeast and Northeast regions. All regional managers, regional service managers, sales representatives and servicemen attended the two-day meeting at Washington, D. C.

The meeting included formal working sessions on survey selling, advertising and sales promotion, finishing room analysis and pressing techniques, service

and equipment maintenance and engineering.

Persons from the home office who presided over certain portions of the meeting were Howard J. Martin, national sales manager and coordinator of the meeting; Larry Kratofil, director of advertising and sales promotion of the Dry Cleaners Division; George Schlemon, press and finishing room consultant; Noel Cooperider, national service manager, and Dave Barker, chief engineer in charge of engineering for the Dry Cleaners Division.

Unipress Holds Annual Board Meeting



JOHN T. DAVENPORT

At the annual meeting of the board of directors of the Unipress Company, Minneapolis, Minn., Ira C. Maxwell, president, announced that all the directors were reelected to the board.

The directors are John T. Davenport, president of the Atlanta Distributing Company, chairman of the board; L. Brooks, B. M. S. Laundry Machinery Company; Morris Landau, Cummings-Landau Laundry Machinery Company; Norman Engebretson, F. & E. Sales Corp.; Hugh G. Henderson, Hugh G. Henderson Company; Willis A. Pellerin, Pellerin



IRA C. MAXWELL

Laundry Machinery Sales Company; Archie G. Israel, Talley Laundry Machinery Company; J. L. Thomas, Ed. L. Thomas Company; J. J. Cohen, Universal Laundry Machinery Company.

Officers of the company are Ira C. Maxwell, president; A. J. Kwakkernaat, vice-president, and W. H. Krussow, secretary-treasurer.

Mr. Maxwell stated that Unipress was entering into a greatly expanded sales and advertising program for the year feeling that prospects for both the laundry and drycleaning industries look particularly bright.

New Detrex Distributor

H. R. Norgren, vice-president of Detrex Chemical Industries, Inc., Detroit, recently announced the appointment of the Cleveland United Equipment Company of Cleveland as Detrex distributor in the Ohio area. The Cleveland organization, headed by Charles Frederick, is well known to the industry in its area.

Sign Contest Winners



Two drycleaners were among the 37 winners in the national Wagner photo contest held recently. The two photos were of the signs erected by Culver-Fulton-Waller Advertising Inc. for Chin Laundry-Cleaners, Mobile, Ala., and by the Nebraska Neon Sign Co. for Best Laundry & Dry Cleaners, Lincoln, Neb.

The entries were of signs which embody changeable copy areas and were judged on the basis of photographic quality and apparent effectiveness of the copy. Nationally known publishers, photographers and printers acted as judges in the contest.

A brochure describing this new type of display is available from Wagner Sign Service, Inc. 212 S. Hoyne Ave., Chicago 12, Ill.

Washex Representative

Washex Machinery Corp., Brooklyn, N. Y., has appointed Brooks & Company its additional representative in the state of Washington. The announcement was made by J. B. Diepenbrock, Washex vice-president of sales.

Brooks & Company, under the management of Frank H. Bryant, is known in the drycleaning and laundry industry throughout the Northwest. The company recently moved to new quarters at 29-20 Eastlake Ave., Seattle, Wash.

Keever Expands Service

The Keever Starch Company, Columbus, Ohio, has expanded its sales-service organization in the Far West.

According to R. W. Allen, sales manager of Keever, an increased staff is necessary because of increased volume in starches and sours and the addition of Jumbo Press Pads and other products to be announced.

Donald Harris, with headquarters in Seattle, will cover Oregon, Washington, Idaho, Utah, Montana and British Columbia. Mr. Harris has had six years of experience in servicing the laundry field.

George Main, with four years of experience in the field, will cover the northern California and Nevada territory from San Francisco.

Carl Schockley, a veteran of 20 years, will cover southern California and Arizona.

Marlow Promotes Schleicher



S. L. SCHLEICHER

Bell & Gossett Co., Norton Grove, Chicago, has appointed S. R. Schleicher general manager of its Marlow Pumps Division, Midland Park, N. J. Mr. Schleicher joined Marlow in 1950 on a special engineering project and later became production manager. Mr. Schleicher was graduated from Purdue University as a mechanical engineer. He will retain his duties as production manager in addition to his added responsibilities.

Caled Appoints Uhl

Caled Products Company, Inc., Brentwood, Md., has announced the appointment of Robert H. Uhl as its represen-



air vacuum system

**sets new profit records
serves 2 to 200 machines**

Pays for itself these many ways:

- No steam used for vacuum
- Saves up to 40% on fuel
- Quick cooling and setting
- More powerful vacuum
- Faster, quieter pressing
- Low current consumption
- Improved quality
- No special foundation needed
- Saves steam for other uses

for more information without cost or obligation, contact the man you normally deal with or write to:

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tative in St. Louis, southern Missouri and southern Illinois.

Mr. Uhl has extensive knowledge in the technical aspects of the drycleaning room as well as other departments of a modern drycleaning plant, having owned and worked in several plants in St. Louis.

Buckeye Appointment



JAMES E. CUNNINGHAM

James E. Cunningham has been appointed Buckeye sales and service technician for the state of Virginia, according to J. R. Young, drycleaning sales manager, Davies-Young Soap Co., Dayton, Ohio.

Formerly Mr. Cunningham

was plant manager for a drycleaning plant in Richmond and was also associated with the National Institute of Drycleaning.

In his new position Mr. Cunningham will assist Virginia drycleaners in the installation and use of the Buckeye line, particularly the "lint free, cling-free" drycleaning process for both petroleum and synthetic plants.

Washex Distributor

Washex Machinery Corp., Brooklyn, N. Y., has appointed the Burnette Machinery Company of Orlando, Fla., distributor, as announced by J. B. Diepenbrock, vice-president of sales for Washex.

B. O. (Bill) Burnette, long associated with the drycleaning industry, and J. B. Murphy will handle the complete Washex line, and offer complete installation and service facilities.

New Behrstock Warehouse

L. Behrstock Company, Chicago, Ill., is planning to open a warehouse in Los Angeles, Calif., according to Alfred Behrstock, head of the company. The company expects to be able to save customers in the West

Coast area as much as 50 percent in delivery costs, besides saving a great deal of time. All sizes and models of the Gross Star Grid Plate will be stocked in the new warehouse.

International-Metro Marks Two Milestones



Ten years after it became a subsidiary of International Harvester Company, Chicago, Ill., the Metropolitan Body Company, Bridgeport, Conn., has produced the 150,000th International truck with a Metro body. Early in 1948 International Harvester purchased the capital stock of Metropolitan Body which had previously supplied units for International chassis. According to the manufacturer, International now leads in multistop truck sales for the twentieth consecutive year.

W. C. Schumacher (left) International Harvester executive vice-president, and R. M. Buzard, vice-president of the firm's motor truck division and president of Metropolitan Body, add official approval to the company's milestone.

Lewis Wins Contest

For the third time in the past four years, Lewis National Corp. of Dorchester, Mass., has been adjudged winner of the Pellerin Milnor "Travel of the Seven Seas" sales contest. The contest

ran for three months. Lewis National is the New England distributor of Milnor washer-extractors.

On March 8-9, Lewis National held an On-the-Premises Clinic in Dorchester. About 500 drycleaning and laundry plant-owners of New England were in attendance. According to Harold F. Lewis, president, more orders were booked those two days than at a larger clinic two years ago.

Emelin Heads Wallerstein



ARTHUR C. EMLIN

Arthur C. Emelin has been elected president and chief executive officer of the Wallerstein Company, Inc., New York. Mr. Emelin was formerly general manager of the J. B. Roerig & Company Division of Chas. Pfizer & Co., Inc.

Mr. Emelin succeeds the previous president and chief executive, Harold E. Smith, who died recently shortly after his election as chairman of the board of directors.

Coulter Elected to Board



E. V. COULTER

E. V. Coulter, president of Multi-Clean Products, Inc., St. Paul, Minn., has been elected to the board of directors of the Floor and Vacuum Machinery Manufacturers Association, Inc.

Mr. Coulter was one of the co-founders of Multi-Clean Products, Inc.

White Appoints McCormick



HOWARD C. MCCORMICK

White Machine Company, Kenilworth, N. J., has appointed Howard C. McCormick regional sales representative. Mr. McCormick will cover Ohio, Indiana and Kentucky.

For three years Mr. McCormick owned and operated one of Cincinnati's first cash-and-carry drive-in plants. He has an extensive background in plant operation, plant layout and handling equipment.

Butler Promotes Quirk



BART QUIRK

Bart Quirk has been promoted from Southwest regional manager to national contract lease manager, according to Howard J. Martin, sales manager of the Dry Cleaners Equipment Division, Butler Manufacturing Co., Kansas City, Mo.

A veteran of the drycleaning industry since 1925, Mr. Quirk is thoroughly experienced in the field of lease evaluation. He previously held positions of sales representative, Midwest regional sales supervisor, Southwest sales manager and Southwest regional manager.

Ash Receives Ajax "Oscar" for Sales



Henry Ash (shown second from left) of Excell Laundry Machinery Co., New York, received the 1957 Ajax Oscar for outstanding sales performance and dealer excellence at a dealer banquet held in Chicago dur-

ing the American Institute of Laundering convention. Presentation of the award was made by Nicholas Strike (center), general manager of Ajax Pressing Machine Co. George Strike, Peter Ash, John Strike look on.

Signal Staffmen Re-identified



JOSEPH M. PURCELL, JR.

In this section of our May issue, the photograph of Joseph M. Purcell, Jr., recently assigned field representative of Signal Chemical Manufacturing Co.,



JERRY DeLORME

was incorrectly captioned Jerry DeLorme. Mr. Purcell is shown at left; Mr. DeLorme, new sales manager of Signal Chemical, is shown at right.

NEW PRODUCTS AND LITERATURE

Continued from page 12

more efficient solvent recovery.

The new unit joins Vic Model 34 with 40-pound capacity and Model 64 with 50-pound capacity.

For complete details write to the Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis, Minn.

New Conveyor System



A new conveyor system, which automatizes the handling of finished work for laundry

and drycleaning establishments, has been developed by the Chainveyor Corporation, Los Angeles. Called the "Garmentveyor," it delivers cleaned and bagged garments to the call desk in a matter of seconds without manual handling.

The conveyor system utilizes numbered stations to which each garment is assigned and so noted on the customer's receipt. It is capable of handling up to 1,000 garments.

The Garmentveyor has standard 16-inch radius curves and can be routed almost anywhere to follow building layout and best utilize space. It can turn both horizontally and vertically, thus making it possible to use overhead space for storing.

Successful Garmentveyor installations like the one illustrated are reported in dryclean-

ing and laundry establishments across the country.

For complete details write to The Chainveyor Corporation, 5168 East Washington Blvd., Los Angeles, Calif.

Solvent Sweetener for Spots

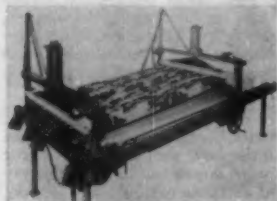
A new solvent sweetener, "Hysweet," is claimed to remove more free fatty acids and less detergent than any other, according to its manufacturer, the Celite Division of Johns-Manville Sales Corporation.

Designed for use with the charged system, Hysweet fights the build-up of soluble substances that tend to foul solvent. According to tests both at J-M's Drycleaning Laboratory and in the field, the microscopic Hysweet particles pull free fatty acids out of solution and keep them out, at the same time effecting a sharp reduction in soap losses.

The manufacturer suggests that high drycleaning operating costs will be cut still further by using Hysweet in combination with Hyflo, J-M's product for removing insoluble substances from solvent. Together, Hysweet and Hyflo provide longer solvent cycling and sweeter solvent, free of both solubles and insolubles.

For further information write to the Celite Division, Johns-Manville, 22 E. 40th St., New York 16, N. Y.

Drape Fold Device



A built-in device that puts decorator folds into all types of drapes after drycleaning has been added to the Draper-Form drape finishing machine. These machines, invented by John Boyes, owner of Uptown Clean-

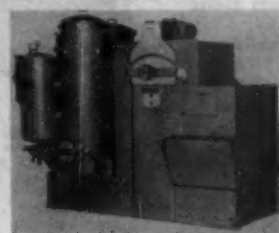
ers, Quincy, Ill., are now manufactured by the Paris Manufacturing Company, Brockway, Pa.

The Decorator-fold feature of Draper-Form not only permits detailing to be restored to drycleaned drapes but also puts folds into plain styles.

Draper-Form, even with the Decorator-fold attachment, can still be used to finish blankets and bedspreads and plain drapes when folds are not desired.

Exclusive agent for Draper-Form is the Garment Finishing Equipment Corp., 18 Brattle St., Cambridge 38, Mass.

New Mercury Unit



A new model fully automatic synthetic unit has been announced by Mercury Cleaning Systems, Inc.

The Mercury Per 50 Numatic has a dry-load capacity of 45 to 50 pounds. Features include the Clover-Leaf muck stripper attached to a 2,000 g.p.h. tubular filter, an automatic still, heavy-duty transmission with double belt drive and the new Twin-Disc fluid drive. The Mercury-Hoyt Solvo-Miser is available as optional equipment.

For additional information write to Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.

Stock Copy Shirt Bands

The Phoenix Products Company has announced a new line of De Luxe and Budget Stock Copy Shirt Bands. The De Luxe line contains 17 new designs, sizes 1 1/2, 2, 3 and 4 inches. The Budget consists of 15 new designs, sizes 1 1/2, 2 and 3 inches, each featuring a different service.

The bands are printed by the flexographic process in red and blue, and red and black. The new line can be ordered with the customer's individual copy at no extra cost in 100,000 lots or varied stock copy can be provided in a collated series.

For further information write to the Phoenix Products Company, 4715 N. 27th St., Milwaukee 9, Wis.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

NEWHOUSE • NEW LOW COST MAGNETIC

FILTER TRAP CATCH-ALL



Fits any trap. Magnetically extracts all metal particles from cleaning solvents. Particles are released from cylinder by unscrewing and removing magnetic core. Magnetism guaranteed permanent. Cuts expensive replacements, prevents damage and prolongs life of pump.

Only \$12.95

NEW MAGNETIC THERMOMETER



**Only
\$6.75**

A portable 2" circular dial thermometer that magnetically adheres anywhere—to circulating solvent or discharge lines, to reclaiming tumblers, stills, stacks or lint traps. Measures and controls the temperature of circulating solvents, water or steam. May be used for continuous or spot readings. Saves costly thermometer installations.

NU-WEIGH STANDARD SCALE BASKET



16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Also available, Deluxe Scale Basket. Up to 150 lbs. capacity... **\$129.50**

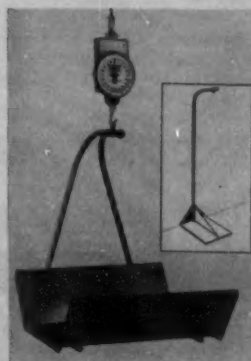
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

Sold Through
Drycleaning and Laundry Jobbers



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

*"Freshen
the Impression"
with Perk**

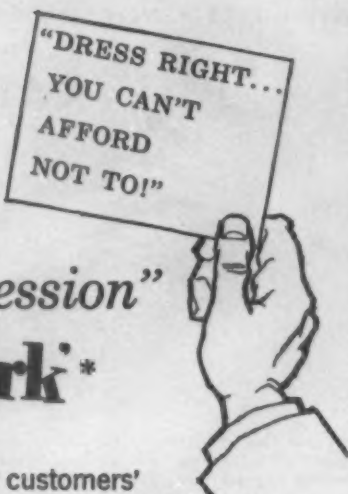
...and keep your customers'
good-looking clothes looking their best!

*Stauffer's Perchloroethylene

STAUFFER CHEMICAL COMPANY
380 Madison Avenue • New York 17, N. Y.



Order Stauffer's 'Perk' in the blue-striped barrel from Drycleaning Supplies Distributors everywhere.



press ALL fabrics in COMPLETE SAFETY

with Gross Star TRIPL-SAFE Grid Plate
or Gross Star TRIPL-SAFE perforated hot head plate

YES! Perfect heat at head for synthetics, silks, wools, cottons, any known fabric—with clouds of steam and NEVER a jet.

Triple Filtering cuts heat, ends jetting, stops nickel marks.

Scientifically
Napped Surface
is part of
the plate,
can't wear
off—will
NOT SHINE
any
fabric.



pat.
appl.
for

LOW COST TRIPL-SAFE GRID PLATE

Under 46" \$29.75
Over 46" \$38.75
Mushroom \$21.75

Single
Plate
Still only
Under 46" ... \$16.85
Over 46" ... \$21.75
Mushroom ... \$12.50

From Your Jobber—Insist on this famous nameplate

GROSS STAR TRIPL-SAFE GRID PLATE

PATENT
APPLIED FOR

MADE BY
L. BEHRSTOCK CO.
1108 S. STATE ST. CHICAGO 5, ILL.

WITH BUILT IN
STEAM FILTER

PEOPLE AND PLACES

NORTH WEST



Jack Jensen, who had leased Carter Cleaners, 716 F St., Rupert, Idaho, from L. W. Carter for four years, has discontinued operation of the establishment. Mr. Carter will resume its operation.

Community Cleaners, Sargent, Neb., has been purchased by Mr. and Mrs. Ivan Ford from Leonard Smith.

C. C. Nesbitt is the new owner of Connell (Wash.) Cleaners.

Mr. Nesbitt purchased the establishment from Mr. and Mrs. Joe Van Hassent, who are retiring.

A building permit has been issued Lorn Drummond for improvement and expansion of Sherwood (Ore.) Cleaners, located on Railroad Ave.

Maurice Kneiff has purchased a drycleaning establishment in Plainview, Neb., from Otto Feiling.

SOUTH EAST



Construction is under way at 751 Jefferson Ave., Ext., Warwick, Va., on a new building to house Wellworth Cleaners. The

firm expects to transfer operations about July 1 from its present plant at 237 27th St., Newport News. Owners are Arthur

and Phillip Markowitz and Alvin G. Binder.

Ruskin (Fla) Dry Cleaners has been purchased by Mr. and Mrs. J. Berghreiter from J. R. Pitts.

Buena Vista (Va.) Cleaners is now owned and operated by William (Jack) Jenkins. Mr. Jenkins purchased the establishment from Alvin Onkes.

Ideal Dry Cleaning Co., 101 Frazier Ave., Chattanooga,

Tenn., has opened a branch at Dallas Rd. and Meroney St. Mr. and Mrs. Robert L. Tillman are the owners.

Phil Chase has joined Robert Kramer as a partner in Green Mill Dry Cleaners and Laundry, 809 S. W. First Ave., Fort Lauderdale, Fla. The establishment recently completed a major expansion program.

Swiss Cleaners has leased space in the new shopping center now under construction on Highway 90 and Azalea Rd., Mobile, Ala.

DOMINION of CANADA



Chatham (Ont.) Cleaners, 48 St. Clair St., has been purchased by Bob Bagnell. Mr. Bagnell also owns Maxwell Cleaners, 72 Wellington St., W.

Renfrew Cleaners, 1615 Renfrew St., Vancouver, B. C., is now under the management of Ben Berner.

Templeton's Drive-In Cleaners has been opened at 615 17th Ave., W., Calgary, Alta. W. L. Templeton, owner and manager, is a director of the Canadian Research Institute of Launderers & Cleaners.

An open house was held recently at Lambert Nettoyeur, Grand Mere, Que., by Leon Lambert.

An official opening was held recently at Herm Mason Cleaners, 568 Talbot St., St. Thomas, Ont., by Herman Mason.

NORTH EAST



Walzer Cleaning Co. has opened a new drive-in at Fourth Ave. and Eighth St., New Kensington, Pa.

Ray J. Krout has purchased a drycleaning establishment, located in Northumberland, Pa., formerly owned by Paul Eisenhauer.

Maynard and Leo Fancher have purchased Schoharie (N. Y.) Dry Cleaners from Steve Scislowsky.

A grand opening was held recently at Markarian's Dry Cleaning, 189 N. Main St., Massena, N. Y., operated by George K. Markarian.

Howes Cleaners was opened recently at 612 Washington St., Newton, Mass., during the company's golden anniversary celebration.

Rose Dry Cleaners, 1120 Mechanic St., Bethlehem, Pa., has announced plans for construction of a new building at 1435

Marvine St.

Norman McCumber has opened a drycleaning establishment at 2 South Ave., Cranford, N. J. Mr. McCumber also operates a plant at 132 Chestnut St., Roselle.

Marvin Bochner and Irving Weisbrod have opened Walters Cleaners and Launderers, 162 Deer Park Ave., Babylon, N. Y.

An official opening was held recently at Sharron's Cleaners, 10 Washington St., Wellesley Lower Falls, Mass.

Chris Atherton has announced that he has purchased Emporium (Pa.) Dry Cleaners, located on S. Maple St., from Alvin Brown. The establishment will be operated as Chris' Cleaners.

Robert Flaxman is the president of a new drycleaning

establishment at 497 Campbell Ave., West Haven, Conn.

United Cleaners, Inc., which operates seven drycleaning plants and shirt laundries in Albany, N. Y., and surrounding communities, has announced plans to build two more plants.

A drycleaning establishment will be housed in the Port Jefferson (N. Y.) Plaza Shopping Center on Main St.

Dave Rutkowsky of Smithtown (N. Y.) Dry Cleaners, Main St.,

has taken over operation of College Cleaners, located in the Smithtown Shopping Center.

A grand opening was held recently at Hour Glass Cleaners, located in the new shopping center on Ferry St., Everett, Mass. Arthur R. Alford is the manager.

LaMont Cleaners has opened a branch at Fifth Ave. and Main St., Collegeville, Pa. The firm operates its main store in the Eagleville Shopping Center on Mt. Kirk Ave., Lower Providence Township.

NORTH CENTRAL



A renovation program has been completed at Elkader (Iowa) Dry Cleaners.

A grand opening was held recently at Normal Cleaners and Launderers, Ltd., 7501 S. Vincennes Ave., Chicago, Ill.

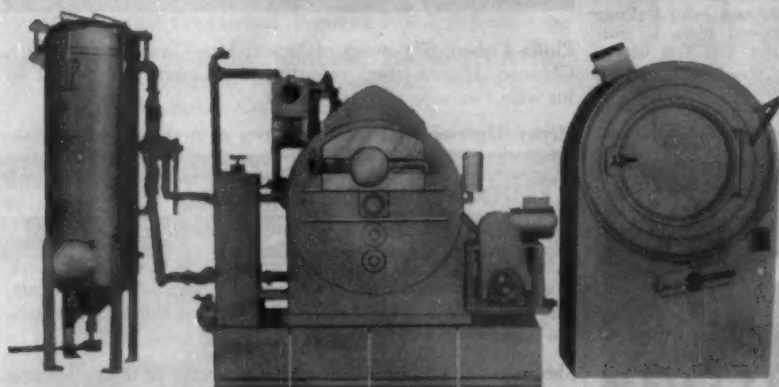
An addition to Hansel Bros. Dry Cleaners, located on W.

Hunter St., Logan, Ohio, is nearing completion, it was reported recently.

Band Box Cleaners, owned by L. C. Mitchell, has been moved to new quarters in the Larson Bldg., Adrian, Minn.

Aurora Dry Cleaners will occupy space in the new shopping

Standard Perchloroethylene COMPLETE UNIT



GREATER EFFICIENCY is provided during operation by the perfectly balanced, divided Washer-Extractor basket.

GREATER EFFICIENCY is provided during operation by the independently operating Tumbler.

GREATER EFFICIENCY is provided during operation by the built-in storage tank with sludge agitator.

GREATER EFFICIENCY is provided by the famous Marlow Pump which assures strong, steady flow all thru the system. Leakage is completely eliminated.

GREATER EFFICIENCY is provided during operation by the Monel Metal filter and easily cleaned filter bags.

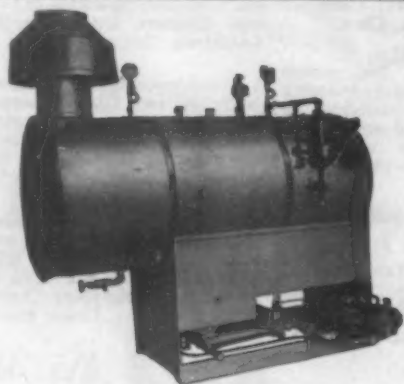
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GET AHEAD OF COMPETITION WITH HIGHER QUALITY... STAY AHEAD OF COMPETITION WITH LOWER OPERATING COSTS.

Standard

WRITE FOR FULL INFORMATION.

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GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

42nd Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

center to be constructed at Main and Route 59, West Chicago, Ill.

Michael J. Vondran, operator of Mickey's Dry Cleaners, Del-

phos, Ohio, has opened a branch in Elida.

A new drycleaning establishment has been opened at 123 Addison Ave., Elmhurst, Ill.

A drycleaning establishment has been opened by Richard Newhouse at 5955 S. Hopoe, Los Angeles, Calif.

Mr. and Mrs. C. E. Deaton have resumed ownership and management of Quality Cleaners, Crane, Tex.

Stewart's Avenue Cleaners, owned by James A. Stewart, has been moved to new quarters on Calvert Ave., Karnes City, Tex.

An open house was held recently at Blanton's, drycleaning and laundry establishment, 1313 Procter St., Port Arthur, Tex., by Jack Blanton, to celebrate its twenty-ninth anniversary.

Bob and Rob (Hadley) Robertson have opened a new drycleaning establishment in Rusk, Tex.

Dale G. Chandler, owner and operator of Beverly (Ohio) Cleaners, has leased Dun-Rite Cleaners, located on West St. in Caldwell.

The opening of Boron (Calif.) Dry Cleaners was announced recently by proprietors Bill Grant and "Mac" MacArthur.

Mr. and Mrs. Warren Clark have taken over Big Bear Lake (Calif.) Colman Cleaners from Mr. and Mrs. Hamilton.

Sparkling Cleaners has been opened at 545 N. Hawthorne Blvd., Hawthorne, Calif.

Cardinal Cleaners has been moved to the Luverne (Minn.) Laundry building at Main and Oakley. John Reimer purchased the cleaning establishment several months ago from John Cooney.



SOUTH WEST

Mr. and Mrs. Curtis Eden have established Hitchcock (Tex.) Cleaners.

A grand opening was held recently at Yale Corners, 559 E. 36th St., N., Tulsa, Okla. The firm also has a new location at Pine and Harvard in Harvard Hills.

A drycleaning establishment has been opened at Broadway and Belleview, Littleton, Colo.

Garberville (Calif.) Cleaners has been purchased by Jim and Sue Biring from Shorty Harris.

Weslayan Cleaners, operated by Mr. and Mrs. Hy Ginsberg, has

been moved to new quarters on Westheimer, Houston, Tex.

Mr. and Mrs. William D. Rantala have purchased Polly Cleaners, 320 Franklin St., Fort Bragg, Calif., from Mr. and Mrs. Gerald McGlue. The new owners previously operated a firm on Airport Rd.

Beacon Cleaners, Redondo Beach, Calif., has leased space in the new shopping center at Tustin and Collins in Orange.

Sam Nicotra and John Vallone have announced plans to purchase Henry's Tip Top Cleaners, 1625 W. Garvey, West Covina, Calif., from Henry C. Holmes.

INCREASE PROFITS WITH

BERLOU

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FIVE-YEAR WRITTEN GUARANTEE

Let Berlou's own factory representative help you plan a profitable mothproofing department. Berlou, established in 1930, is used by more professional mothproofers than all other mothproofs combined. Write for Berlou Profit Builder Plan. Berlou Manufacturing Co., 435 Monroe Street, Marion, O. In Canada, The Berlou Company, Ltd., London, Ontario.

OBITUARIES

Philip Cohen, 67, owner of Manor Dry Cleaning Company, Chicago, Illinois, died recently. Mr. Cohen is survived by his wife, two sons and a daughter.

Henry Dietrich, 64, former owner of a drycleaning establishment in Calgary, Alberta, Canada, died recently. After operating the establishment for many years, Mr. Dietrich was later connected with Perth's Dyers and Cleaners of Winnipeg. Surviving are his wife, a daughter and a son.

Edwin S. Hart, 58, owner and operator of M & M Cleaners, Los Angeles, California, died recently. Born in Pennsylvania, Mr. Hart was a resident of Los Angeles for the past 17 years. He is survived by his wife.

Sherman H. Packard, 70, retired operator of a drycleaning establishment in Bay City, Michigan, died recently. Mr. Packard is survived by his wife and three daughters.

Leslie E. Sebelle, Honolulu branch manager for Patek & Company, San Francisco, California, died of a heart attack recently while bowling. Mr. Sebelle joined Patek in 1943. After serving in the San Francisco headquarters district, he was transferred to Honolulu.

HIGH SPEED EXTRACTORS



- MANUAL OR FULLY AUTOMATIC
- COIN OPERATED FOR UNATTENDED STORES

BOCK WORK CENTER—WASHER AND EXTRACTOR

See your Laundry Machinery Dealer

BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

Arthur Granville, 76, former operator of Granville Brothers Cleaners, Vancouver, British Columbia, Canada, died recently. A native of Cleveland, Ohio, Mr. Granville operated the drycleaning establishment with his brother, Edwin, for 45 years, until they retired in 1947. Mr. Granville was a member of the Pioneer School Society. Surviving is his wife.

Harold E. Smith, chairman of the board of the Wallerstein Company, Inc., New York, New York, died on April 5 at his home in Madison, New Jersey. Mr. Smith was associated with the Wallerstein Company for almost thirty years, having joined the organization as general manager of its Staten Island plant in July 1928. In 1944 he was elected vice-president in charge of production. Five years later he became executive vice-president. Following the death of Leo Wallerstein, Mr. Smith was elected president of the company in 1955. He retired from this post in 1958 to become chairman of the board. He was a member of the Union League Club, New York; the Canoe Brook Golf Club of Summit, New Jersey, and an associate member, Master Brewers Association of America, New York District. Surviving is his wife.

MEETINGS SCHEDULED

June 4 and 5—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

June 5, 6 and 7—Pacific Northwest Launderers & Dry Cleaners Association, Annual Convention, Empress Hotel, Victoria, British Columbia, Canada.



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Franchises available to qualified petroleum solvent plants only—WRITE

Morey Seldin Machinery Corp.

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INDIANAPOLIS, INDIANA

June 5, 6 and 7—Southern Laundry & Cleaning Association, Annual Convention, Grand Hotel, Point Clear, Alabama.

June 13, 14 and 15—California Drycleaners Association, Annual Convention, LaFayette Hotel, Long Beach.

June 20 and 21—West Virginia Launderers & Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.

June 26, 27 and 28—Mid-West Cleaners & Launderers (Missouri-Kansas), Annual Convention, President Hotel, Kansas City, Missouri.

June 27, 28 and 29—Florida Institute of Laundering and Cleaning, Annual Convention, Hotel Fontainebleau, Miami Beach.

July 17 through 26—British Laundry, Dry Cleaning and Allied Trades' Exhibition, Olympia, London, England.

August 17, 18 and 19—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Roanoke, Roanoke.

September 11, 12, 13 and 14—New York State Launderers & Cleaners Association, Inc., Annual Convention, Concord Hotel, Kiamesha Lake.

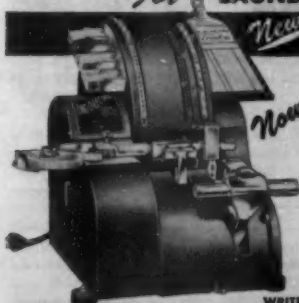
September 28, 29 and 30—Dry Cleaners Institute (Ontario) Ltd., Annual Convention, Prince Edward Hotel, Windsor, Ontario, Canada.

October 10, 11 and 12—Ohio Drycleaners Association, Annual Convention, Hotel Cleveland, Cleveland, Ohio.

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE

For **LAUNDERERS AND CLEANERS**

New **TAG-O-LECTRIC**



Rheostat controls for consistently strong clear printing; and uniform stapling pressure for proper set and clinch of staples.

Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples.

It's the machine and tags that break the bottleneck at mark-in and up through assembly.

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\$23.00 BUYS ALL YOU NEED FOR 64 GARMENTS

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STARCHROOM LAUNDRY JOURNAL

Top Magazine in the Laundry Industry Since 1893

Just as NATIONAL CLEANER & DYER is the recognized authority in drycleaning, STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundering. Every issue of the JOURNAL specializes 100% in how to do a bigger, better laundry business, how to do it faster and more efficiently, and, *most important*, how to do it at a *higher profit*.

In the JOURNAL you'll find the solutions to your everyday laundry problems . . . case histories from all over the country, telling how other laundrymen are making more money . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

Because you're a paying subscriber to NATIONAL,

YOU CAN GET THE JOURNAL AT A BIG 50% REDUCTION IN PRICE!

Your subscription to the JOURNAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, if you've got a *real* laundry operation, you need a *real* laundry magazine, and that's STARCHROOM LAUNDRY JOURNAL. Clip and mail the handy coupon today!

TO: STARCHROOM LAUNDRY JOURNAL, 305 East 45th Street, New York 17, N. Y.

Please enter my one-year subscription to the JOURNAL at the special price of only \$2.00.

We provide the following laundry services (please check):

Shirt Finishing ☐

Bachelor Bundles ☐

Wash, Dry and Fold ☐

Linen Supply ☐

Complete Laundry Service ☐

Remittance enclosed ()

Send bill ()

Company _____

Street _____

City _____

State _____

Individual _____

Title _____

NOTE: This special offer good for NATIONAL subscribers in U. S. and Canada only; one-year subscription in all other countries—\$6.00.

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Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

Well-established fur and bridal business located in the beautiful Ozarks. Modern building, large vaults, park-in facilities and top location. Write for photo and particulars. Grace Company, 856 S. Glenstone, Springfield, Missouri. 8428-2

Central Indiana: Modern cleaning plant, with shirt laundry. Gross last year \$140,000, two routes, five stores, including laundrettes. Owner has retired and wants to sell out. \$20,000; \$10,000 down, long-term lease on building with option to buy or will sell real estate. ADDRESS: Box 8455, NATIONAL CLEANER & DYER. -2

CAPE COD, MASS. Drycleaning plant and self-service laundry, 285' frontage on state highway. Lovely 6-room home included—illness forces sale. Write M. M. Walsh, Box 106, Dennis, Mass., or telephone DEnnis 225. 8463-2

MUST SELL IMMEDIATELY: Modern drive-in, quality plant in northeast Ohio. Same owner 34 years. Large cold storage vault, shirt laundry, hats. Building 58' x 100' valued at \$75,000. New Butler solvent machine in January. Business over \$110,000. Sudden illness. Asking \$125,000 complete or business only \$75,000. Make offer, will finance. ADDRESS: Box 8467, NATIONAL CLEANER & DYER. -2

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established 30 years. Just off Wilshire Boulevard. 10 year lease. Ample parking. \$45,000 annual sales, \$32,000 full price. \$80,000 will handle. A sacrifice. ADDRESS: Box 8479, NATIONAL CLEANER & DYER. -2

PALMA DE MALLORCA, SPAIN—Four years ago, I established a modern odorless laundry and drycleaning plant here because one was very much needed, and could not miss, and yet I knew nothing about the business. I have been absent 15 months, and they did \$30,000 gross—and so were their expenses. Four years ago there were four flights a week to this city, and now there are over 55 flights each day, all loaded, so the possibilities are unlimited for a person that can take this business over and stay here. If you are interested, write me. I am here now. Nelson B. Cramer, Lavenderia Americana, Plaza Oliver 20, Palma de Mallorca, Spain. (Please write air mail.) 8482-2

DRYCLEANING and LAUNDRY DRIVE-IN, main thoroughfare. Fastest growing section of METROPOLITAN WASHINGTON, D. C. Ten-million-dollar missile plant being built within a few blocks. \$100,000 gross sales. 36.7% over-all April payroll. Sales 29% above last year. Don't believe it? Come and see! Building 90 x 100, adjoining lot 50 x 220 ft. from street to street. An open invitation to triple volume. Owner retiring. \$45,000, \$17,000 down. Terms to responsible people. ADDRESS: Box 8486, NATIONAL CLEANER & DYER. -2

Richmond, Virginia—Long-established drycleaning business, yearly volume \$80,000 to \$100,000. Will sell approximately 1/2 replacement cost. Long lease on building or will sell both. ADDRESS: Box 8495, NATIONAL CLEANER & DYER. -2

Modern drive-in petroleum plant. Two-bath system, fur storage vault, call office equipped with automatic conveyors. Three routes, one owned outright and two on commission basis. Location Long Island. Annual volume \$40,000. ADDRESS: Box 8500, NATIONAL CLEANER & DYER. -2

Complete synthetic drive-in plant. New building and truck. Long established in growing industrial community. Money maker for right couple. Walk in and take over. Complete information on request. ADDRESS: Box 8501, NATIONAL CLEANER & DYER. -2

Drycleaning plant, northeast Colorado. County seat, fine location, good gross. Ideal for couple. ADDRESS: Box 8502, NATIONAL CLEANER & DYER. -2

Complete synthetic plant for sale. Equipment includes neon signs, lights, racks, cash register, two Hoffman presses, sleeves, ironing board, pufflers, Dryset vacuum, Glover spotting board, Hoyt reclamer, Hoffman Nu-Clean perk unit, Hoffman tubular filter, two 6 HP. boilers. Asking price \$15,000. Shipping to any part of the country can be arranged. Stamps Cleaners, 425 Clarissa Street, Rochester, N. Y. -2

Newly remodeled synthetic drycleaning plant doing about \$25,000 yearly. One truck. Near permanent fort. City of 25,000 population. Reason for selling, other interest. Will sell real estate and business for \$30,000 for quick sale. Plenty off-street parking. Terms to responsible parties. ADDRESS: Box 8504, NATIONAL CLEANER & DYER. -2

For sale or lease. Modern fast service drycleaning plant in beautiful Chicago suburb. Twenty months old. All new equipment. \$21,000 net on \$51,000 gross first year. Gross 50% higher first three months this year. 100% cash-and-carry retail. ADDRESS: Box 8505, NATIONAL CLEANER & DYER. -2

Modern solvent plant, northern Michigan. Established top prices and quality. Finest equipment. Property and business must go. Same owner over thirty-five years. Reason, retiring. Ideal climate, good hunting and fishing. A plant that has everything you need. No need for any replacements. ADDRESS: Box 8506, NATIONAL CLEANER & DYER. -2

Complete cleaning plant with excellent machinery. Located in Westchester County. All cash-and-carry business. Good opportunity for cleaner and tailor. Cash required \$4,000. ADDRESS: Box 8513, NATIONAL CLEANER & DYER. -2

NORTHWEST MONTANA: Only plant in fast-growing town. \$20,000 volume, priced \$13,500. Man and wife can net \$9,000. ADDRESS: Box 8517, NATIONAL CLEANER & DYER. -2

FOR SALE: Solvent drycleaning plant in Akron, Ohio. Established 30 years. Owner wishes to retire, tremendous opportunity for the right man to make \$15,000 per year, \$3,500 down payment will buy this plant and balance can be paid out in five years, will give five-year lease or more on building. You will save time by coming to Akron and seeing it yourself. Asking price is \$13,500 and is a real bargain. DAY CLEANERS, 467 W. Cedar St., Akron 7, Ohio. Tel. No. Franklin 4-5178. Write to Mr. A. H. Tarr. 8521-2

Jersey City: Plant and/or business for sale or lease—\$175,000 volume—tremendous growth potential—completely equipped—long established—will sacrifice. ADDRESS: Box 8522, NATIONAL CLEANER & DYER. -2

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DRYCLEANING PLANT with two routes. North central North Carolina. Top location. Established 1946. Ask \$14,180 plus inventory. Write B-10134. CLEANING PLANT with real estate. E. central North Carolina. Living quarters included. Ask \$35,250. Write B-10133. DRYCLEANING PLANT with laundry agency. North central North Carolina. Net over \$4,000. Ask \$14,000. Write for details. B-10143. LAUNDROMATS. Coin-operated. Five locations in Houston, Texas. Nets \$35,000. Asking \$70,200. Write for details. B-10153. CLEANING and LAUNDRY. Suburb Washington, D. C. Fully equipped. Only one competitor. Write for details. B-10214. DRY-CLEANING. East central Tennessee. Gross \$3,000. Ask \$22,500 including real estate. Write for details. B-10222. BUSINESS MART OF AMERICA, 5723 Melrose Ave., Los Angeles 38, California. 8511-11

SITUATIONS WANTED

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 48. Twenty-two years in the cleaning industry. ADDRESS: Box 8346, NATIONAL CLEANER & DYER. -5

SUPERVISOR: 30 years experience, N.I.D. 1928, second generation in industry; diversified experience in production, training, supervision, age 48, married. Looking for sincerity and depth in individual and operation. Frank Hart, 307 Second Ave., Bethlehem, Pa. 8476-5

WANTED: position as manager or working superintendent in quality drycleaning plant. Over thirty years experience in all phases of the industry. Can give the best of references as to my ability to maintain quality and production at minimum costs. Prefer Midwest states. ADDRESS: Box 8498, NATIONAL CLEANER & DYER. -5

Silk, wool spotter, experienced to give you high-quality work and production. Sober, reliable. Married man with fine educational background in cleaning industry desires steady position with reliable concern. Synthetic or petroleum plant. Eastern states. ADDRESS: Box 8509, NATIONAL CLEANER & DYER. -5

MANAGER: Have 15 years experience supervising all phases of drycleaning plant operations. Total of 27 years in this business. GRADUATE OF N.I.D. MANAGEMENT COURSE. Age 48, married. Desire to locate in southern Ohio or northern Kentucky. ADDRESS: Box 8510, NATIONAL CLEANER & DYER. -5

Expert quality spotter, N.I.D. graduate, 30 years experience in all departments and equipment maintenance. ADDRESS: Box 8520, NATIONAL CLEANER & DYER. -5

HELP WANTED

HARTFORD, CONN. Production superintendent. City's largest retail laundry and drycleaning plant, quality services only. Background must include successful production experience, above-average mentality—education—training; record of getting things done through others promptly and efficiently. Apply, including recent photo if convenient. ADDRESS: Box 8488, NATIONAL CLEANER & DYER. -7

MANAGER for solvent plant in Detroit, Michigan. Must be experienced and capable of managing entire plant. Must be able to furnish good references. ADDRESS: Box 8499, NATIONAL CLEANER & DYER. -9

MAINTENANCE SUPERINTENDENT—Knowledge and experience in machinery, power, buildings, for full charge in one of leading plants in New England. State education, training, experience, age and salary. ADDRESS: Box 8590, NATIONAL CLEANER & DYER. -7

CLEANER and SPOTTER: Must know all phases of cleaning and spotting in a petroleum cleaning plant. An opportunity for right man to better himself. Give all details regarding age, married or single, experience and salary expected. Plant located in Ohio. ADDRESS: Box 8514, NATIONAL CLEANER & DYER. -7

SALESMEN-DISTRIBUTORS WANTED

DISTRIBUTORS-JOBBERs for wire garment hangers. Exclusive territories still available. DIAMOND WIRE HANGER CO., CLAIRTON, PA. Mfrs. of Wire Coat Hangers. 8414-14

Salesman wanted now calling on retail cleaners and dyers to sell printed items used by all cleaners and dyers. Commission basis, no investment required, commission on repeat orders. ADDRESS: Box 8459, NATIONAL CLEANER & DYER. -14

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Soft-sell—hard-working manufacturers' representative with excellent jobbers relations wants one more major line to promote teaming Northeast area. Now representing three top companies in the field. (No gimmicks or equipment, please.) ADDRESS: Box 8474, NATIONAL CLEANER & DYER. -46

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA. 6040-25

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ENGINEERING CONSULTING SERVICE—Drycleaning problems (quality, distillation, filtration, drying, extraction, operating procedures) investigated, analyzed and solved by a graduate chemical engineer. Write for estimate giving details of your problem. ADDRESS: Box 8388, NATIONAL CLEANER & DYER. -25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. TEXTILE ANALYSIS SERVICE, 93 Auburn St., Concord, N. H. 3635-25

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MANUFACTURER SELLING OUT SURPLUS 24 x 34 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of SLIP-ON BUTTON AND BUCKLE PROTECTORS. We know of no better way for a plant manager to judge our products. Over 2,000 plants have used them. SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California. 8490-45

SUEDE, LEATHER AND FUR SERVICES

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to THE SUEDE KING, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 6055-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEK" process. Jackets—\$5, coats—\$10. LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. 7947-13

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Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carretera a Saltillo No. 1, Monterrey, N. L., Mexico. 8292-3

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OUR READERS SAY

NID Program Coverage

To the Editor:

I want to express my sincere appreciation for the prominence you gave the NID's trade relations program in your May issue. The several trade journals in our industry have all been most generous in covering the news about our program over the years, but we are especially appreciative of your effort to bring the whole story of trade relations together so effectively.

It is important for the reader to keep in mind that actually NID operates three relations services, all of which are growing rapidly in scope and strength. Together they add up to a service to industry of incalculable value to all drycleaners, members and nonmembers alike.

We hope, therefore, that The NATIONAL CLEANER & DYER will find it possible to also review NID's public and consumer relations services in some future issues so that there can be the fullest possible understanding of what all three programs are doing for drycleaners everywhere.

ALBERT E. JOHNSON
Director of Trade Relations
National Institute of Drycleaning
New York, N. Y.

Such plans are under way.—EDITOR

Boiler Troubles

To the Editor:

Now that Easter is past, we are wondering if other cleaners had similar circumstances such as ours. In past years customers have avoided the Easter rush by getting their cleaning in early but this year (I think) because of tight conditions, everybody waited until the final week.

Tuesday morning we had a boiler leak. From 6:00 a.m. till 2:00 p.m. we were waiting for a boiler concern to replace the tube. At 4:00 p.m. the boiler was repaired and we prepared to go to work. When we started the oil burner it failed. After attempting for one-half hour to find the trouble, we called in the oil burner man. He checked and rechecked, even took the burner completely apart and couldn't find the trouble. Finally he replaced the nozzle and it worked. At 6:45 p.m. we had steam up and went to work.

Wednesday we were really progressing but in the afternoon a load of light wools came out of the tumbler stained with lipstick! I soaked them

overnight in a preparation and reran them Thursday. Then, because of high filter pressure caused from the prepared solvent, I had to drop and distill the solvent and start anew. With the exception of two minor power failures on Friday, we finished the week without further trouble—and we were certainly glad to lock the door Saturday evening!

WILLIAM JENKIN
Jenkin Cleaners
Oregon, Ill.

Coincidentally with this reader's letter came one from a boiler manufacturer who wonders why drycleaners don't buy two 25 hp. boilers instead of one 50 hp. While the original investment is higher, it would, this manufacturer says, save a lot of future grief. Also, if volume slows up, one boiler could carry the load, and do it much more efficiently than running one boiler at half capacity. Two boilers hooked into the same steam line would give steam-supply flexibility at all times. Even for replacement, as well as a new installation, he feels the two-small-boiler setup, if floor space permits, is worth considering.—EDITOR

Solvent Cooler

To the Editor:

About a year ago we read an article about a plant which developed a homemade solvent cooler from an old compressor. If that article was featured in your magazine, I would appreciate your help in supplying some information concerning this installation.

SIDNEY B. KRONICK
Orchid Cleaners
Uniontown, Pa.

The article referred to did not appear in our magazine, and for a very good reason. There are many commercial solvent coolers on the market which work more efficiently and are cheaper to buy than a homemade job.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Home-Cleaned Drapes

To the Editor:

Can you tell me whether there is any method for cleaning draperies in the home without removing them to the shop?

HELEN M. WILCOX
West Philadelphia, Pa.

While there are many home preparations on the market, we believe you will find them unsatisfactory as compared to a professional job. In the first place, draperies are generally very costly. It is hardly worth the risk of shrinkage, color bleeding and color loss for the sake of the few dollars your cleaner will charge. Then, too, there is the difficulty of finishing the draperies, which are very cumbersome to handle over a home ironing board. If you want to do yourself and your draperies a favor, we respectfully suggest you send them to your cleaner.

—EDITOR

Back Numbers Hoarded

To the Editor:

I wish to thank you for the appeal that you made from your March issue for old editions. Of course I have not had any response to the ad as yet. The fellow cleaners have just woken up to the fact that the magazines are important to keep.

I did have one cleaner write and tell me that he has issues for the past 10 years and was shipping them to me without cost as he was moving into an apartment. However, two weeks later he wrote and told me his partner wanted them and to forget it. But thanks again. I still know someone will come through one of these days.

WALLY EDWARDS
Edwards Cleaners, Inc.
Portsmouth, Ohio

We Thank You

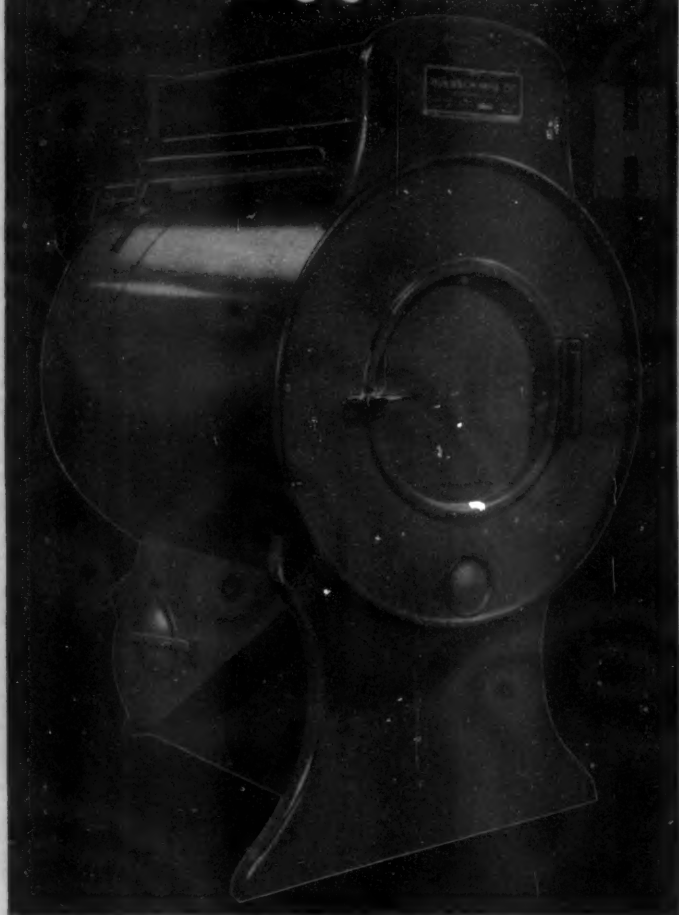
To the Editor:

I think The NATIONAL CLEANER & DYER is wonderful. I'm sorry I did not know about this book full of information before now. When I subscribed for it about five months ago I never dreamed it would be of as much help as it is.

Thanks again for the wonderful book you people put out.

DONALD W. ASHLEY
Manager, Ashley Dry Cleaners
Due West, S. C.

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Q What is the future outlook for the dry cleaning business?

A The brightest! The U.S. Bureau of the Census forecasts the largest growth in population this country has ever experienced for the next ten years ahead—an increase of over 20 million people by 1968. This population boom together with the growth in our standard of living assures, for the alert cleaner, unparalleled opportunity in the years ahead.

Q Where are these opportunities to be found?

A For one, in the area of expansion to new locations or the modernization of present facilities. As populations shift and new suburban areas develop, progressive cleaners who place convenient modern plants in these growth areas will get this new volume. Secondly, steadily increasing cost of supplies, labor, utilities, etc., makes plant and facility modernization imperative. Modernizing to handle more volume at reduced cost per garment, plus aggressive merchandising, can be most profitable.

Q Should I open a new package plant or modernize my present one?

A That depends on many factors—local conditions, your cost ratios, population growth trends in your area, etc. To open a new package plant or expand and modernize an existing one unscientifically is to invite disaster. A thorough and complete survey of all the important factors involved must be made by someone skilled and thoroughly experienced in this type of analysis. Chances are you have neither the time nor the special skills to do this by yourself.

Q Who can help me make the right decisions?

A We believe we can. Backed by 35 years of experience in this industry, our entire force of more than 60 direct factory representatives has been thoroughly schooled and trained by our Survey Analysis Department staff, to make a comprehensive, detailed study of every phase of your business and the opportunities for expansion available in your particular locality. Their survey of your own situation is reviewed by

appropriate members of our Survey Analysis Department and specific recommendations are made to fit your individual opportunities.

Q How much does this complete survey analysis cost?

A Not one cent! We believe our success is tied irrevocably to your success. As one of the top 500 industrial firms in the United States, Butler clearly recognizes the similarity between your business and major manufacturing. As a processor of goods, we believe only an objective and business-like study to get and analyze the facts concerning your business can lead to sound, profitable decisions. Our staff of experts in new location evaluations, in merchandising programs, in cost analysis, in finishing and cleaning room production and lay-out, can help you make the *right* decisions.

Q If I expand or modernize, how do I promote my new services?

A Butler has developed the most modern, dramatic, hard-hitting advertising and merchandising program geared specifically for your business growth. It includes a dramatic open house with balloons, banners, streamers, talking clown, give-aways, direct mail pieces, ad mats, radio announcements, etc.—a complete, well planned, integrated program that helps bring traffic into your plant right from the start and builds volume fast. We offer you, in addition, a year-round direct mail program to continue your growth and we handle all of the details for you. And what does this cost you? Far less than you could buy it from any other source.

Q Who qualifies for all of this help from Butler?

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